

it's

GOVDOC

BRA

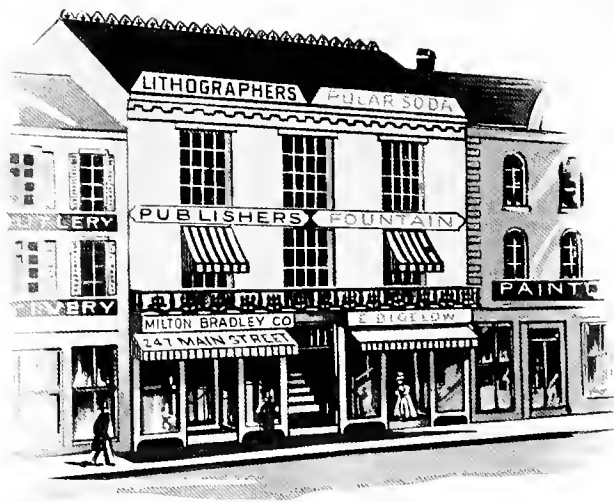
3484

1970
BOSTON PUBLIC LIBRARY

TIME for Springfield

Rebirth of Downtown

1860



In May of 1860, Mr. Milton Bradley founded his one-man company at 247 Main Street in a building facing Court Square in Springfield. The inscription on the converted store front read "Milton Bradley Company, Publishers, Lithographers."

In May, 1978, Milton Bradley Company, with corporate headquarters in Downtown Springfield, inaugurates its one hundred and nineteenth year of commitment to the Greater Springfield area.

Throughout its history of becoming the leader in the manufacturing of toys, games, and educational materials, Milton Bradley Company has supported every business, civic and cultural effort undertaken to make Greater Springfield a better place in which to live, to work, and to play.

Today, this commitment to our employees and the citizens of Greater Springfield is reinforced by our unreserved approval and support of "The Master Plan" for Downtown Springfield. Its fruition will bring a more productive environment for all of us.

1978

MILTON BRADLEY COMPANY



TIME for Springfield

Published by: City of Springfield, Massachusetts
and Springfield Central, Inc.

EDITORIAL & ADVERTISING: Springfield Central, Inc.

EDITOR: James C. O'Connell
MANAGING EDITOR: Michael J. Graney
ADVISORY EDITORS: Charles V. Ryan, Carlo A. Marchetti,
James T. Houghton, James A. Madden
SENIOR WRITERS: Michael J. Graney, James C. O'Connell
WRITERS: David Bremer, Barry J. Christman, Lyn Ann
Gelinas, Audrey Gula, Edward A. Verney
PHOTOGRAPHY EDITOR: Michael J. Graney
PHOTOGRAPHERS: John Polak, Larry Radner
ADVERTISING DIRECTORS: Barry J. Christman, James T.
Houghton
ADVERTISING STAFF: Gary Mindell, Edward A. Verney
ADVERTISING ARTIST: Donald J. Roy
OFFICE STAFF: Pamela Haynes, Maxine LaRoche

EDITORIAL ASSISTANCE: City of Springfield

CONTRIBUTORS: Edmond Lonergan, Anthony Masuk, Robert
McCarroll, David F. Moriarty, Robert Oakes, Stephen H.
Pitkin, Steven L. Schuckman, Robert Serra

CONCEPTUAL PRODUCTION, & ART WORK:
Anderson Notter Finegold Inc.

PRODUCTION, LAYOUT, & ART EDITOR: Mimi Viita
ADVISORY EDITORS: J. Timothy Anderson, James G.
Alexander
SENIOR LAYOUT ASSISTANT: Cynthia O. Howard
PRODUCTION CHIEF: Marc W. Pelletier
PRODUCTION STAFF: Laurence M. Bain, David A. Harris,
Mark Horton, David M. LaConte
ARTWORK: Laurence M. Bain, Cynthia O. Howard, Marc W.
Pelletier, Anthony C. Platt, Mimi Viita

PRINTER: General Offset Printing Co., Inc., Springfield, MA
TYPESETTER: Serif & Sans, Boston, MA
COLOR REPRODUCTION: Arthur F. Brown, Jr., Photo Service,
Inc., W. Hartford, CT

TRANSPORTATION CONSULTANTS: Alan M. Voorhees &
Associates, Inc.
CONTRIBUTORS: Richard E. Hangen, Stephen G. Pernaw

LANDSCAPE CONSULTANTS: V. Michael Weinmayr
Associates
CONTRIBUTOR: V. Michael Weinmayr

The editors wish to thank the Springfield Newspapers for
their assistance in the publication of this magazine,
especially David Starr, publisher, Arnold S. Friedman, *Union
Editor*, David Humphrey, Austin Kenefick, Romola Rigali,
and Peter Saenger.

CITY OF SPRINGFIELD
MAYOR: Theodore E. Dimauro

CITY COUNCIL: Leonard J. Collamore, Philip A. Content,
Rose Marie Coughlin, Vincent DiMonaco, Paul M. Kalil, Paul
R. Mason, Robert T. Merkel, Richard E. Neal, Brian A.
Santaniello

PLANNING BOARD: Thomas J. Costello, Cathleen Smith,
Walter F. Malcolm, Millicent V. Abner, Benedict Breitung,
Norman J. Guz, Peter J. Brown, Theodore C. Brown,
Cornelius Phillips

COMMISSIONER OF COMMUNITY DEVELOPMENT:
Stephen H. Pitkin

PLANNING DEPARTMENT DIRECTOR:
David F. Moriarty

TRANSPORTATION PLANNER:
Robert Oakes

STAFF PRINCIPAL, DOWNTOWN PLANNER:
Steven L. Schuckman

SPRINGFIELD CENTRAL, INC.

CHAIRMEN: James A. Martin, Charles V. Ryan

PRESIDENT: David Starr

EXECUTIVE COMMITTEE: Peter F. Garvin, Jr., Gordon N.
Oakes, Jr., Samuel D. Plotkin, Anthony W. Ravosa, Voni
Yerkes

TREASURER: Edwin G. Gardner

CLERK: Thomas D. Harrelson

EXECUTIVE DIRECTOR: Carlo A. Marchetti

ASSOCIATE DIRECTOR: James T. Houghton

ASSOCIATE DIRECTOR: James A. Madden

DIRECTORS: Robert B. Atkinson, David M. Blair, James A.
Burke, Theresa A. Burr, John Caldwell, Francis J. Cataldo,
William J. Clark, John McP. Collins, Harry J. Cournotes,
Jane Friedmann, Edwin G. Gardner, Peter F. Garvin, Jr., John
Gidwitz, Thomas P. Harrelson, Raymond A. Jordan, David
Keaney, Leon E. Maglathlin, James A. Martin, Raymond M.
Masse, Gordon N. Oakes, Jr., Samuel D. Plotkin, Anthony W.
Ravosa, Steven M. Roberts, Robert Rubin, Charles V. Ryan,
Matthew J. Ryan, Jr., David Starr, Roy Scott, Albert E.
Steiger, Jr., William C. Sullivan, Henry Thomas, Thomas
Vincent, Betty Webb, Albert O. White, Voni Yerkes

A LETTER FROM THE MAYOR

Fellow Citizens:

In the following pages you can see that important work is being done, and encouraging progress is being made, in Springfield's efforts to revitalize the Downtown area. Revitalization, a concept that has been with us for years, is now becoming a reality.

The combined efforts of several groups and individuals—including the City, Springfield Central, and scores of concerned citizens—are paying off. We have reason to be optimistic and enthusiastic because projects are now through the planning stages and are becoming solid, tangible proof of our commitment to the center of our city.

The attitude of the public toward revitalization efforts is every bit as crucial to success as establishing a new department store or office building. It is, therefore, heartening to hear that the public does have confidence in Downtown, and that there is a renewed confidence in our ability to restore vitality to the area.

Projects like Armoury Commons, the Riverfront Park, and the Downtown Master Plan demonstrate the great progress that can be made when the public and private sectors cooperate to mutual benefit. Festivals and parks, banners and buildings, all contribute to the special flavor of Downtown. The center city is once again a place of activity and the focus of civic pride.

Nineteen seventy-eight is the year of change for Downtown Springfield. We are all very proud of the work done, and we are very optimistic for the future.

Theodore E. Dimauro
Mayor

Theodore E. Dimauro

POLAK/RADNER



SPRINGFIELD MAYOR DIMAURO

INDEX



Downtown Master Plan
explained in Environ-
ment section, pp. 32-49



Downtown develop-
ments boost local
economy, pp. 62-69



Intown travel will be
improved, pp. 50-59

Art___82
Books___91
City___10
Downtown___4
Economy
& Business___62
Education___79

Entertainment___88
Environment___32
Essay___30
Forum___2
History___24
Milestones___69
Modern Living___74

People___70
Perspective___94
Politics___23
Press___92
Sports___72
State, Nation___18
Television___87
Transportation___50

The Cover: Aerial Photo of Springfield by Don Safford,
Mercury Studios, Hampden, MA.

Prospects Bright for Downtown

To the Editors:

America is refocusing her attention on her older cities, and Massachusetts and Springfield have reason to be both hopeful and proud, for we are leading the way.

In the two years preceding the President's National Urban Policy, Springfield was examining its past and its future, and preparing the Plan we see before us today. At the same time, the Commonwealth was examining its economic land use and public investment programs, and coming to one inescapable conclusion: The economic future of our state, and the quality of life in *all* its communities, depends on the revitalization of our historic population and activity centers. The President's Policy recognizes this guiding principle and proposes to reward states which, like Massachusetts, develop and implement an urban investment and growth strategy.

A downtown plays a special role in urban revitalization. Not only is it a center of commerce, employment, and revenue, but it defines the image of its city for those whose investment decisions will affect the future of the city's neighborhoods and its industrial base. Some neighborhoods—often a city's neediest—are so close to downtown that one cannot be revitalized without the other. Springfield, where industrial, neighborhood, and downtown revitalization are all occurring, offers proof of this relationship.

Much of what Massachusetts has learned about downtown revitalization has been learned from its partnership with Springfield. The value of downtown parks is vividly demonstrated by Pynchon Plaza and Riverfront Park; the key role of public transportation by the Pioneer Valley Transit Authority; the potential for downtown living by Mattoon Street and Armoury Commons; and the new industrial value of old industrial buildings by Digital. The creative message of combining dramatic new structures and sensitive rehabilitation of a downtown's character-defining assets has been a Springfield message.

Most of all, Springfield's reawakening a decade ago showed us what can happen when local government is able to enlist the resources of the private sector and the federal government. The Downtown that produced Baystate West and the Civic Center is now proclaiming that those were only the beginning.

I am pleased to pledge the Commonwealth's support to the City and Springfield Central, Inc. in implementing this exciting, comprehensive, and do-able Downtown Plan. I urge the business community and the federal government to join us.

Michael S. Dukakis
Governor, Commonwealth of Massachusetts

Springfield Central has played an important role in formulating and implementing the Master Plan found in these pages. But the extent of the articles signifies a greater scope of our organization's concerns.

We have found that Downtown is far more than a preserve for businesses, it is the heart of the community. Springfield Central has sponsored festivals and initiated environmen-

tal improvements to attract more people to their Downtown.

While revitalizing Downtown, we are simultaneously enlivening and strengthening the entire Springfield metropolitan area. To be successful, Springfield Central must also look to revive peripheral areas of Downtown and address other issues pertaining to our quality of life. Our horizons are not fixed. As the needs of the city change, Springfield Central will change to meet them.

As a privately funded, civic-oriented agency, Springfield Central has a unique perspective on the city's affairs. Because we are an advocacy organization for all community groups, we can deal with a wide range of urban problems. We feel that Springfield Central will continue to play a crucial role in achieving the life-style that Springfield's residents and visitors want.

Carlo A. Marchetti
Executive Director
Springfield Central, Inc.



SPRINGFIELD CENTRAL'S RYAN AND MARCHETTI

There is new life in Downtown Springfield—growing business activity, building renovation, cultural ferment, and environmental improvement. As Mayor of Springfield, I directed and supported the beginning of the current Downtown revitalization efforts. Under my administration, work was begun on the Master Plan that you are reading.

The Master Plan addresses in a comprehensive fashion the major problems that plague the Central Business District. It should convince the public that our goal of revitalization will be achieved.

Since leaving public office, I have reaffirmed my commitment to Downtown by locating my insurance business on Court Square. I have also joined Springfield Central's Board of Directors, to which I hope to contribute my knowledge of the city. I am glad to still be part of one of the most exciting things to happen in Springfield in years.

William C. Sullivan
Mr. Sullivan was Mayor of Springfield,
1973-1977



MAYORS SULLIVAN AND DIMAURO

In 1971, as Planning Director, I was responsible for the preparation of "Initiative 80" which was adopted by the Springfield Planning Board as the Downtown element of the City's Comprehensive Plan. To a significant extent this was a compilation of the numerous planning studies done during the very active 1965-1970 period.

Any planning document should be periodically updated and, as Community Development Commissioner, I decided that by late 1976 it was time to undertake such an effort relative to the Downtown plan. Fortunately, Springfield Central and Anderson Notter Finegold Inc. were able to join the Planning Department-Community Development team during the intensive 1977 planning period. The result is an updated Downtown plan which reflects public, private, and citizen views—a truly joint policy statement.

I am confident that the essence of the plan, to blend the City's rich architectural heritage with some new development and improved amenities, will result in a revitalized Downtown.

Stephen H. Pitkin
Commissioner of Community Development
City of Springfield

One of the tragedies that has befallen American society in the last 50 years has been the economic and social decline of our cities. For much of this century, cities held the promise of opportunity and success for many Americans. The lure of the cities transformed America from a rural society to a predominantly urban one. Today, more than seventy percent of all Americans live in urban areas.

The promise of the cities, which was for many the promise of America itself, has dimmed for many people at all economic levels. Since 1950 cities have been losing population. This loss, which has been caused in large part by lack of jobs, deteriorating housing, and physical decay, has contributed to many of the serious economic problems that cities now face.

We all know that Springfield has not been immune from this pattern of distress. In the last ten years, however, we have become increasingly aware of the tremendous value of Downtown Springfield as a center of employment, culture, communication, and business. We have begun to take steps to arrest its decline and renew its vitality. Projects such as Riverfront Park, Armoury Commons, Baystate West, Pynchon Plaza, and the planned



CONGRESSMAN BOLAND

new Federal Building are evidence of the commitment of all levels of government to the task of revitalizing Springfield.

Each of us has an important stake in these efforts. The vitality of Springfield is crucial to promoting the economic strength and quality of life in Western Massachusetts. While we have more work to do, I believe that the start we have made will provide us with the momentum to see the task through to a successful conclusion.

*Edward P. Boland
Member of Congress
Massachusetts Second Congressional District*

The revitalization plan as represented in this magazine is very special and indeed may well pioneer an entirely unique approach to solving the problems of decaying downtowns.

First of all, the most important ingredient in a successful downtown revitalization is evidenced in this publication, namely, complete cooperation between the public and private sectors. Springfield Central's very existence, founded and supported by both an alert and attentive city government and the responsible and sincere business community is symbolic of cooperative spirit which has, in the past, created downtowns that worked and now can breathe new life into these same downtowns that have been faltering.

But, even more significant is their two-part commitment to set goals for revitalization and to find methods to achieve these goals from within the community. Of course, the plan incorporates and is dependent on state and federal support through Urban Systems (Traffic Improvement) Funds and Community Development Funds. But these alone are not enough.

A \$17 million mortgage pool with flexible interest rates and term has been created by the private sector. This pool, in conjunction with appropriate tax adjustments and a strong commitment to improvements of public spaces and facades by the public sector, is tailored to trigger market rental housing and retail development. To my knowledge this is a brave policy unmatched in any other community.

The Downtown plan which has already triggered \$35 million of announced development, with another \$35-50 million to come, is short approximately \$5 million primarily to support the construction of additional parking in the downtown.

By contrast, one Section 8 housing project of 100 units costs the federal government over 20 million dollars in direct rental subsidy over the life of the 40 year federally funded mortgage, and probably represents a commitment forever to further and extended rental subsidy.

The question which the Springfield Plan poses is if the dollar shortfall can be met on a Federal or State level as a *one time* grant, triggering a tenfold investment from within the community itself. This will achieve a revitalized Downtown, which will not only stand on its own financially but will reassume its role as the cultural, living business center, not only of Springfield but the region. Isn't this the best way for state and federal government to support an able and dedicated community?

We at Anderson Notter Finegold Inc. are extremely proud to be part of this process in Springfield.

*J. Timothy Anderson,
President, Anderson
Notter Finegold Inc.*

TOUCHING ALL BASES

SPRINGFIELD'S REVITALIZATION PLAN

In the 96 pages of this magazine, you will see an ambitious program for revitalizing Downtown Springfield. Prospects for success are bright because we have a comprehensive, intelligent plan which pragmatically addresses the major tasks required to renew the central city. This program will work for Springfield. It can also serve as a useful model for other cities attempting to revive their downtowns.

These are the main components of the Springfield Revitalization Plan:

1. **Public-Private Cooperation**—No community can revitalize its downtown unless the city government (federal, state, and county governments must also back the effort) assumes leadership and provides quality support services. Businessmen must fulfill their proper roles as community leaders and commit their time and the resources at their disposal to revitalization efforts. Community organizations and private individuals must provide their ideas and support. In Springfield, each of these groups is involved, coordinated by a unique organization—Springfield Central. Springfield Central represents all publics in the city, as the diversity of its governing board indicates. This organization has welded community leaders into a cohesive coalition which has given a strong sense of direction to revitalization efforts.

2. **An Open Planning Process**—Urban planning is an ongoing process which requires continual input from the city's institutions and individuals to be successful. Planners from the City, Springfield Central, and the Anderson Notter Finegold architectural firm have created a process for obtaining suggestions from business leaders, small merchants, workers, young people, senior citizens, participants in community organizations, and others. Public participation ensures eventual acceptance of the resultant plans.

3. **Funding**—The bricks and mortar improvements needed for Downtown's revitalization require money. The total investment will be enormous, but Springfield has put together a practicable funding package which draws on both public and private resources.

a. **Public Funds**—The municipal government is aggressively pursuing and effectively using federal and state funds for Downtown improvements. A primary source of money is federal Community Development Block Grants. Little municipal money is available for new projects because of budget constraints, but the City is trying to make existing support services first-rate.

b. **Private Funds**—Springfield's financial institutions have made a commitment to finance necessary private developments. Thirteen of them have combined resources to form a \$17 million mortgage pool for projects unable to be funded in a conventional manner.

4. **Wide Variety of Uses for Downtown**—A vital central city is active at all hours of the day and is devoted to the widest variety of uses. Downtown Springfield is already a retail, commercial, governmental, and cultural center. Residences, educational institutions, and entertainment exist as well. But Downtown is usually dead after 6:00 PM. More people living in the center city and evening entertainment of all sorts are needed.

5. **Rehabilitation of Old Buildings**—Downtown Springfield has a number of older buildings, many of which are vacant and dilapidated. In the past, progress dictated that they be torn down. Now they are being renovated and used for new purposes. Neglected warehouses and factories are being converted into comfortable apartments and spacious offices. It has become apparent that rehabilitating old buildings conserves useful resources and preserves an important part of our heritage.

6. **New Private Developments**—The most obvious element of any urban renewal effort is attracting new businesses. They are needed to fill the vacant buildings and the empty lots. Officials from Springfield Central and the City have been making a determined attempt to convince existing Downtown enterprises to expand their operations and new ones to locate here. Recent newspaper headlines show that this effort is bearing fruit.

7. **Attractive Environment**—If shoppers, businessmen, travelers, strollers, and patrons of entertainment are to be drawn Downtown, it must be as attractive and clean as possible. To provide this sort of environment, streets will be malled and decorated, parks will be refurbished, and old buildings renovated. The City will provide quality maintenance and cleaning services.

8. **Security**—Many people say they avoid going Downtown because it is unsafe. Actually, police records indicate Downtown is no more dangerous than any other neighborhood. This perception is probably due to the idea that a rundown environment and crime go hand-in-hand. In order to change this notion, the City will increase police visibility by assigning foot patrolmen to the Downtown beat, use television cameras to monitor parking lots and streets, and employ zoning and licensing procedures to prevent disreputable bars from operating.

9. **Easy Access**—This is still the age of the automobile. For any retail/office/entertainment district to be successful, it must be close to major highways. Downtown Springfield has an impeccable location—right next to I-91 and I-291 and only five minutes from the Massachusetts Turnpike. Over 500,000 people live within a twenty-minute drive of Downtown. Street patterns in the center city are laid out to facilitate the flow of traffic. Mass transit also serves Downtown well.

10. **Close and Inexpensive Parking**—Many people say they shop at suburban malls because parking is plentiful and free. Most of them fail to realize that they can park for free in certain Downtown lots and garages by getting their tickets validated at participating stores and restaurants. Even without validation, parking costs only 15¢ an hour in many places. Downtown lots and garages are usually closer to stores than mall parking lots are. The City plans to build several small parking decks to supplement existing facilities.

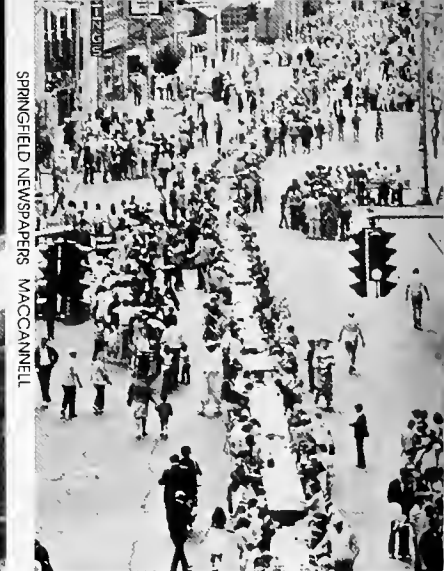
11. **Positive Public Attitude**—One of Springfield Central's biggest tasks is to raise public consciousness about what Downtown is and can be. Springfielders must realize that Downtown is the common turf of this community, the place where people of all ages, classes, and ethnic groups intermingle. Downtown is the symbolic center of Western Massachusetts. Its decay or its vitality affects all of us. People's attitudes are beginning to change, creating a momentum which points toward the success of revitalization efforts.



MUNICIPAL GROUP



CAMPANILE DAYS



PANCAKE BREAKFAST

DOWNTOWN NOTES

Campanile Days

Downtown is for working, shopping, and getting a tooth pulled, right? Wrong! Springfield Central and city officials, believing this view to be too narrow-minded, sponsored a two-day festival to stretch visitors' perceptions of Downtown. Court Square and the 300-foot high Campanile served as focal points. Varied sights and sounds brightened the area for two September days. The featured attraction was a hot-air balloon that gave residents a view of Downtown from the air. On the ground, a farmers' market, handcrafts, an art exhibit, and clowns attracted thousands of people. Varied music played by a brass quintet, a bluegrass combo, and Andy May and the Texas Crabs contributed to the festive spirit.

The farmers, vendors, and community organizations that participated were all enthusiastic and plan a more exciting Campanile Days for this year.

Pancake Breakfast

To wide-eyed youngsters it must have seemed like one of the wonders of the world . . . a breakfast table covered with pancakes stretching 1,300 feet down Springfield's Main Street, lined on both sides by lots of hungry folks. To a caterer, it might have seemed like a nightmare.

To Mayor Sullivan, this celebration of the city's 125th birthday (Sunday, June 6, 1977) proved that "people do love the city and the city has something to offer in return. The spirit is here."

The crowd of 11,000 ate 26,000 pancakes covered with 5,000 pats of butter and 7,500 ounces of syrup. They washed the pancakes down with 7,000 cups of coffee and 20,000 ounces of orange juice.

Service-club waiters and waitresses and the 15 municipal department heads who manned the grills served the "longest breakfast table in the world." Springfield

has since applied to the people at Guinness to claim the record. In the meantime, if anyone wants the recipe for feeding 11,000 guests all-in-a-row, just buzz City Hall.

Riverfront Park

For over a century, Springfield residents were cut off from the Connecticut River by railroad tracks, highways, and factories. The riverfront was neglected and rundown.

This year, the riverfront is being rediscovered. The new Riverfront Park has turned the banks of the Connecticut into a prime recreation spot. It has a playground, an esplanade, a picnic area, sculpture, and a boat inlet. A decorative metal trellis can be used for art shows and other displays. The lower plaza doubles as a small amphitheater. This park will eventually extend from Chicopee to Longmeadow.

On the Fourth of July weekend, Riverfront Park came alive with enormous crowds. A Saturday night jazz concert provided listening and dancing music for hundreds of people. Thirty thousand people crowded Riverfront Park and Memorial Bridge to view a fireworks display over the Connecticut River. The Big Fourth festival also included a Springfield Symphony pops concert, a crafts fair, a carnival, and continual entertainment acts. Springfield certainly celebrated the recovery of its riverfront in fine style.

Downtown Holidays

Scrooge was miserable during Downtown Springfield's 1977 Christmas season.

Springfield Central dealt Scrooge the first blow by sponsoring a candlelighting ceremony in Court Square to dedicate the holiday tree. More than 1,000 persons attended the gala, which featured carols sung by four school choirs. The ceremony highlighted the decorations that festooned Downtown.

Throughout the holiday season, clowns, mimes, jugglers, and singers strolled Downtown streets, and Mr. and Mrs. Santa Claus lent their good cheer to shoppers and

workers. Christmas exhibits dressed up 17 vacant store windows. Carols piped from store loudspeakers. Additional features were a free three-day children's film festival and the display of holiday posters made by elementary school students in public buses.

Scrooge left on the next bus and has not been seen since.

Hampden County Complex

Before the current revitalization campaign got underway, Hampden County made an important commitment to Downtown Springfield. In 1973, the County started construction on the Hall of Justice. When this project was completed, attention was turned to rehabilitating the old Court House.

Now, Hampden County has an architecturally stunning complex. The \$17 million Hall of Justice, designed by Eduardo Catalano, is an imposing landmark at the foot of State Street. It houses 20 courtrooms, twice the number previously available in four buildings. Probate Judge Frank Plazcek has found that "the courtrooms are elegant but not ostentatious, austere but not cold." The atmosphere for the administration of justice is dignified.

The century-old turreted Court House is being cleaned, given new windows, and renovated inside. Originally designed by the great 19th-century architect Henry Hobson Richardson, the Romanesque Court House is one of the city's architectural gems. When completed, it will house the juvenile and housing courts.

A handsome brick plaza ties the two buildings together. In its center, the County Commissioners are erecting a monumental sculpture. The capstone to the beautification program is the renovation of Court House Walk, which connects State and Elm Streets. The new sidewalk paving and lamps will be done in a 19th-century style to complement the old Court House.

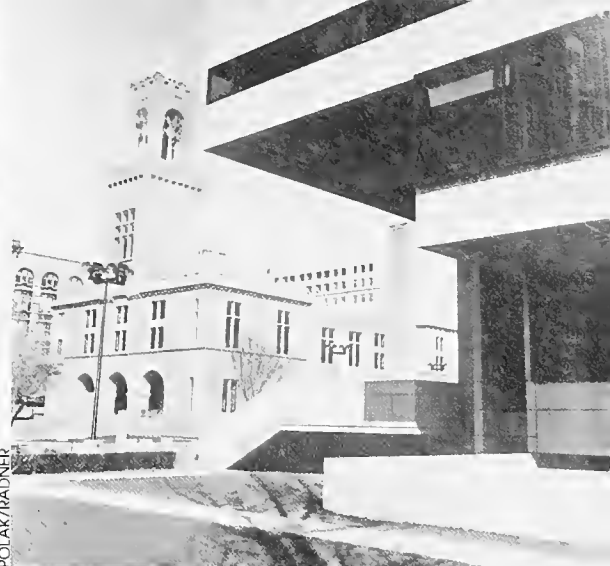
By the end of this year, the County complex will stand complete, bringing Downtown splendor and style.



COURT HOUSE WALK



CHRISTMAS TREE LIGHTING CEREMONY



HAMPDEN COUNTY COURT COMPLEX

THE DOWNTOWN

Downtown Turnaround

Hard times. These two words sum up conditions in Downtown Springfield over the last generation. Main Street was once termed: "the industrial, commercial, and financial spine of Western New England." But in the 1970's, Main Street has been characterized by vacant lots, empty storefronts, and dilapidated buildings. Worse yet, the street has been devoid of people, particularly after the business day.

The side streets have fared little better. Once businesses and light industry thrived. Merchants were prosperous. Gradually people turned away from Downtown shopping and toward outlying malls. The merchants were faced with a tough decision. Hold on to the store run prosperously for years or give in and move to a mall. Some left. Some stayed and died. Some are still holding on.

For a long time there was nothing but bad news for Downtown. As early as 1927, Massachusetts Mutual Life Insurance Company, the city's largest employer, moved from Downtown to upper State Street. In the ensuing 40 years, urban problems begat urban decay. Poverty, crime, and dirt crept into Downtown. Growing suburbs offered new homes, fresh air, shining shopping centers and malls.

With much fanfare, the federal government undertook to save the cities in the 1950's and 1960's. Urban renewal—rip down the old and build up the new. If suburbia is the answer, bring suburbia to the cities. In Springfield, urban renewal gave us the New North. Low, wide buildings, plenty of room for expansion, huge parking lots, just like the suburbs. Urban renewal cleared many blighted areas in the central city and we still have the vacant lots to prove it.

The 1970's arrived with the promise of better things to come. The Baystate West complex opened—a full city block of stores, offices, a hotel, and parking garage. It was supposed to be a magnet, attracting all sorts of

people and businesses back Downtown. But its strongest pull was exerted right in its own shadows. All the businesses and shoppers along Main Street were sucked in, leaving the street as a whole in worse shape than before. "Baystate West proved conclusively—if it needed to be proved to anybody—that islands don't work. The whole Downtown has to be made to work," said Charles V. Ryan, former mayor of Springfield.

The second half of the magnetic tandem that was to return Downtown to its former prominence was completed a year later. The Springfield Civic Center, the "Showplace of New England," was christened by Bob Hope in 1972. Large crowds have since attended concerts, sporting events, conventions, and exhibits. The Civic Center provides Downtown with evening entertainment, but has not been able (nor should it be expected) to create a lively Downtown scene by itself.

Springfield's second skyscraper arose in 1975. The 34-story Chestnut Towers, and four other buildings, comprise the Chestnut Park residential complex. Offering apartments ranging from luxury to subsidized, the complex has proven successful in attracting people to live Downtown. On the other side of Chestnut Street, a different sort of Downtown living had an appeal. Urban pioneers noticed the potential of a group of 19th-century row houses along Mattoon Street. The houses were in a bad state of disrepair, but resourcefulness, spirit, and hard work have been returning them to their former elegance. Now a local and national historic district, Mattoon Street is a prime example of what restoration can accomplish.

While the addition of new residents boded well for Downtown's future, a tremor struck in the summer of 1976. Forbes & Wallace, the city's largest department store, closed its doors. Although several Forbes stores throughout the region closed, it was clearly Downtown Springfield that was hardest hit

by the loss. If a store located at the prime, 100% retail corner of Downtown and only an airwalk away from Baystate West could not survive, then what could?

City Leaders Fight Back

To combat these opinions and the conditions which fostered them, the business community resurrected the dormant Springfield Central Business District, Inc., in October, 1976. SCBD had been created in the 1960's in response to degenerating conditions Downtown at that time, but it had been moribund for eight years. Its re-entry into the Downtown sphere signalled that the business community realized the necessity of revitalizing the CBD. Former mayor Ryan was named president of the Board of Directors, which originally had a decided corporate image. Carlo Marchetti, a city assessor in Ryan's administration, was hired as executive director.

Businesses and organizations throughout the city, large and small, have supported the newly-named Springfield Central for the past two years. (See list on page 64.) The Board of Directors has grown to include 37 members, representing a cross-section of the city.

A special executive committee, including Ryan, Valley Bank president Gordon Oakes, Springfield Newspapers publisher David Starr, Attorney Tony Ravosa, *Springfield and Four County West* publisher Voni Yerkes, real estate developer Sam Plotkin, and New England Telephone general manager Peter Garvin, has met weekly with Marchetti, Springfield Central associate directors Jim Houghton and Jim Madden, representatives from Mayor Dimauro's administration, and architect Tim Anderson in Marchetti's often hectic office on Elm Street. A parade of local and national developers, retailers, financiers, and politicians has appeared in the office to discuss pertinent Downtown projects.

Perhaps the most difficult task facing the Board and staff of Springfield Central is to change the negative attitudes held by many Springfielders toward their Downtown. The organization's approach is to attract as many

people Downtown as possible. "We want to create a whole new life-style," says Marchetti. "If we can make it a good place to live then it will be a good place for everything else. We're trying to create a good, wholesome urban scene."

Consequently, Springfield Central is emphasizing the addition of permanent residents and nighttime entertainment as much as new stores and office buildings. The key is to provide worthwhile activities for everyone in the Springfield area, to make it an attractive and cosmopolitan place.

Recent evidence indicates that this goal is attainable. And it is attainable within the existing Downtown infrastructure. Rehabili-

ties, have suggested plans for the adaptive re-use of several sites. Among them are the Forbes building, Haynes Hotel, Poli and Kennedy buildings, Paramount Theater, and old factories in the North Blocks. Generally, multiple uses have been proposed for each building. Although not all of them will be rehabilitated as recommended, the proposed uses (housing, retail, office, restaurants, and entertainment) should all be realized somewhere Downtown.

An essential element in transferring these plans from the drawing board to the construction crew is cooperation between the planners, city government, and business community. Building on the groundwork of

Mayor William Sullivan's administration, Mayor Dimauro, Commissioner of Community Development Stephen Pitkin, Economic Development Officer Jack Benoit, Planning Director Dave Moriarty and his department, and Commissioner of Cultural and Community Affairs Barbara Garvey and her staff are instrumental in recommending plans and seeing that they are quickly and effectively carried out. They, and their counterparts in the private sector, realize the urgency of their task and the importance of quick, calculated action. In the past, Springfield (and most other cities) relied heavily on government funds to finance projects and let private investment fall where it may. Today, massive infusions of federal dollars are unlikely, so the burden of investment has shifted to the private sector.

The Partnership Works

The corporate community is responding to the challenge in Springfield in partnership with the city.

Working together, the public and private sectors have been able to sponsor projects that neither could handle alone. No better example of the success of these joint projects exists than Armoury Commons.

In the early 20th century, a prosperous neighborhood developed on the eastern fringes of Downtown at the foot of Armory Hill. Spring, Pearl, Salem, and Elliot Streets were populated by professionals and white collar workers. They lived in large houses and attractive multi-story apartment build-

ings, the middle class moved out and the lower classes filtered in. The neighborhood began to deteriorate.

By the early 1970's the buildings had been neglected and vandalized so much they had become decaying slums. The Springfield Institution for Savings, landlord for many of the apartments, decided that rehabilitation could turn the neighborhood around. Through Armoury Corporation, a wholly-owned subsidiary, the bank has invested \$4.5 million into intensive renovation of 14 apartment buildings and two 2½ story homes. When the project is completed, Downtown will have an additional 250 apartment units. The city did its part by repaving sidewalks, installing pedestrian-scale street lamps, and constructing a neighborhood park.

The strategy has worked marvelously well. The attractiveness of the old apartments and the improved appearance of the neighborhood have combined to lure residents back into the city (65% have moved in from outside Springfield). Today's residential mix includes people with different jobs, incomes, and ethnic backgrounds. In short, a model urban neighborhood.

The success of Armoury Commons spurred SIS and other investors to investigate more Downtown buildings for re-use as housing. SIS announced in May that it will recycle the old Milton Bradley factory buildings around Stockbridge and Willow Streets into over 200 apartment units. Carabetta Enterprises announced the same week that it will proceed with a similar project using three buildings in the North Blocks.

Public/private cooperation is paying dividends elsewhere. The city facade grant program will pay property owners up to \$50,000 for ⅓ of the cost of exterior improvements to a building. To date, nine businesses have taken advantage of this program and more applications are pending at the Planning Department.

Springfield's financial community took a major step toward insuring Downtown's future when two insurance companies and eleven banks announced the creation of a \$17 million mortgage pool. The money is available to developers who cannot obtain funding for their projects in a conventional manner. The SIS Stockbridge Court project was the first to take advantage of the mortgage pool. Indications are that more money will be available if needed.

The mortgage pool will cover the costs of land acquisition and rehabilitation or new construction. Individual merchants and businessmen should look to Small Business Administration programs and local lending institutions for start-up loans. After committing vast sums for land and structures, it is unlikely that the institutions will refuse the prospective businessmen who will be the tenants. Mayor Dimauro has made it clear that the city will provide the public improvements necessary to complete each project.

These successes have spurred more imaginative and cooperative planning. Tony Ravosa says, "If there's one significant difference, it's the preparedness of the business community for new ideas; ideas they used to



SPRINGFIELD CENTRAL EXECUTIVE COMMITTEE: (Seated l. to r.) GORDON OAKES, DAVID STARR, CHARLES V. RYAN, VONI YERKES (Standing l. to r.) MASS. MUTUAL REPRESENTATIVE RALPH CARES-TIO, SAM PLOTKIN, CARLO MARCHETTI, TIM ANDERSON. ABSENT: PETER GARVIN, TONY RAVOSA.



CITY OF SPRINGFIELD TEAM (left to right): DOWNTOWN PLANNER STEVE SCHUCKMAN, PLANNING DIRECTOR DAVE MORIARTY, MAYOR TED DIMAURO, TRANSPORTATION PLANNER BOB OAKES, AND COMMUNITY DEVELOPMENT DIRECTOR STEVE PITKIN.

tating old buildings for new uses has proven to be successful. Ichabod's Restaurant and Bar on Worthington Street hosts large crowds from lunchtime to last call. The Metro Arts building on Hampden Street houses shops, salons, galleries, and factories under one roof. These are but two examples of the burgeoning "rehab revolution."

Springfield Central retained architects and preservation planners from the Boston firm of Anderson Notter Finegold Inc. to continue this trend. The architects, famed for their rehabilitation work in many New England

THE DOWNTOWN

think were crazy." Tim Anderson adds, "The cooperation between the public and private sectors in Springfield is fantastic compared to the other cities we've been in."

Public Support

For any plan to work, it must be amenable to more than just the corporate community. There are many more Downtown publics on whom the ultimate success of the plan depends. Small merchants, employees, shoppers, students, and senior citizens will all contribute to a revitalized Downtown.

Those responsible for planning (architects, city planners, Springfield Central) have included the various publics in the planning process. Throughout 1977, numerous meetings and presentations were held to inform the public about prospective plans and to

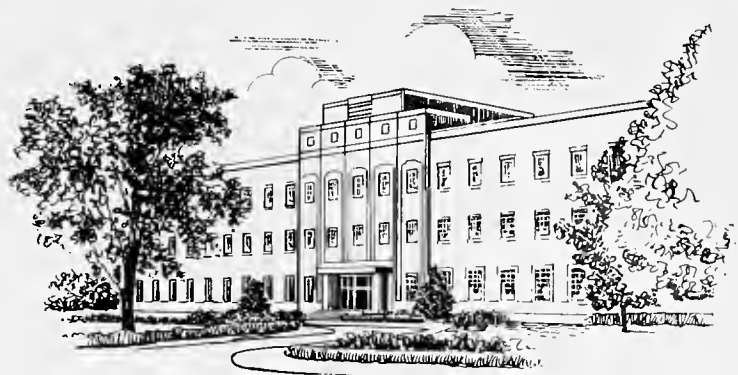


TWO SCENES FROM JUNE'S LIFESTYLES '78 FESTIVAL



receive its input. Thus, the plan that was approved by the City Council and the Planning Board (and is presented in these pages) is truly inclusive of the public's wishes. Public participation was an important factor in the eventual quick acceptance of the Master Plan in early 1978.

Springfielders have already indicated that they will support Downtown activities. Eleven thousand people sat down at a breakfast table stretched along Main Street in honor of the City's 125th birthday. Another 8,000 celebrated Campanile Days in the sweltering heat of last September. One thousand braved December's cold and snow to attend the city's first annual Community Candle Lighting Ceremony. One Sunday in September, Downtown streets were jammed despite the blue laws, as a Main Street Tag Sale and Mattoon Street Crafts Festival attracted thousands more. The July Fourth



A time of transition

The past five years has been a time of transition at Monarch Capital. During that period we became a more balanced, more diversified company. While retaining a leadership position in disability income coverage, we placed greater emphasis on growth in the life insurance area so that now over 54% of our premium dollars comes from life insurance, compared with 40% just five years ago.

It has been a time of significant overall growth: total income climbed from \$104 million in 1972 to \$173 million. At the same time we broadened our company in a number of ways, including:

- Acquisition of Fidelity Bankers Life of Richmond, Va., which has more than \$2.5 billion of life insurance in force.
- Affiliation with Connecticut Commercial Travelers Mutual Insurance Co., of New Haven, which markets mortgage life and disability insurance, and credit life and disability insurance to customers of Connecticut's banking and savings institutions.
- Appointment of Monarch Investment Management Corp. as investment adviser and manager of the Variable Stock Fund, a no-load mutual fund.
- Acquisition by Fidelity Bankers Life of Medical Education Life Fund, which markets a financial package, including life insurance, to students in medical and dental schools.
- Affiliation with First Variable Life of Little Rock, Ark., a specialty company in variable annuities, deferred compensation and qualified pensions. Monarch owns about 40% of the outstanding stock of First Variable, which had an estimated \$8.5 million of premium income last year.

It has truly been a time of dramatic change, growth and diversification at Monarch Capital. A time of transition.



MONARCH CAPITAL CORPORATION

1250 STATE STREET, SPRINGFIELD, MASSACHUSETTS 01133

MONARCH CAPITAL CORPORATION: Monarch Life Insurance Company, Springfield Life Insurance Company, Fidelity Bankers Life Insurance Company, Monarch Securities, Monarch Investment Management Corporation, University Life Plan, Medical Education Life Fund, Stockbridge Development Corporation, Middlesex Development Corporation, Forge Development Corporation.



Five executives committed to growth for Western Massachusetts.

The commitment is strong, with direct involvement of top executives able to respond quickly to any financial request.

TNB Financial Group has combined the resources of four well-established regional banks and the added resources of a major leasing and mortgage organization. Our purpose is to

provide a wider range of financial services and innovative loan packages to meet the needs of growing businesses in Western Massachusetts. We have the personal commitment to serve you as neighbors, as well as bankers.

Call us today, and put our financial resources to work for you.

Howard Coulter, President, Williamstown National Bank; Joyce Fulton, President, Ware Trust Co.; Wilson Brunel, President, Third National Bank of Hampden County; C.D. Harrington, Jr., President, TNB Leasing, TNB Mortgage; Albert Buswick, Chairman of the Board, First National Bank of Athol.

TNB FINANCIAL GROUP

Third National Bank of Hampden County • First National Bank of Athol • Ware Trust Co.
Williamstown National Bank • TNB Leasing Corp. • TNB Mortgage Company, Inc.

100 Main Street, Springfield, Massachusetts, 01101 (413) 733-1141

Member FDIC

celebration attracted the largest crowds yet. The Downtown crowds reached as high as thirty thousand people. Possibly one hundred thousand people viewed fireworks over the Connecticut from a number of vantage points. Farmers' markets, a Town Meeting, Winter Sports Festival, and Lifestyles '78, are further examples of Downtown events that attracted people from all over the metropolitan area.

Although these festivals do attract large crowds, they are only temporary measures. Downtown desperately needs full time entertainment facilities to become an active place 24 hours a day. Improvements are being made to Downtown's two major entertainment centers, Symphony Hall and the Civic Center. As mentioned earlier, the Civic Center does its part, but it is now broadening its offerings beyond the usual concerts and sporting events. Symphony Hall is being refurbished to handle a variety of productions. A four-fold increase in events to 150 per year is not out of the question.

Momentum Builds

Each of these new developments, from Ichabod's to Armoury Commons to Symphony Hall, signifies a gathering momentum. The people of Springfield have read and heard of the plans that will bring back their Downtown and are beginning to see results. They are growing impatient in anticipation of a vital, active, enjoyable Downtown. They want to see their Downtown filled with people, businesses, activity, as it once was.

Downtown Springfield already encompasses a far wider range of activities than any other place in Western Massachusetts. Shopping, banking, law, education, government, entertainment, art, residential, the list goes on and on.

Downtown is not exclusive. It is the center of the region, the common ground. It does not "belong to anyone." People from city neighborhoods, suburbs, and towns will all participate in the new Downtown scene.

Downtown is "where the action is." New ideas come from here, new people look here first, decisions are made here.

Downtown reminds us of our history. It is the site of the first settlement in Western Massachusetts. The churches, the statues, the museums, the old buildings, all serve to remind us of our common roots. The 100-year-old Richardson Court House reflects on the brand-new Hall of Justice. The river, Riverfront Park, Court Square, Civic Center walk, Pynchon Plaza, the Quadrangle—350 years in four blocks.

Most importantly, Downtown is our future. Turning Downtown around will, of course, give us an active and vital center. It can be a source of pride, something Springfielders will boast about instead of apologize for. A center for all of western New England, not just 10,000 working-day workers and 25,000 shopping-day shoppers. It can attract tourists and conventioners from all over the country who will go back knowing that they have been somewhere special. It will be a place where everyone, not just the politicians and bankers, can feel important, that they belong.

The task is not easy, but if the commitment is there, what is going to stop us?

The Moore Company, Inc.

an operating
company of

Easco Hand Tools

Known for quality and service in the forging and machining of hand tools and other forged products.

38 Walter Street, Springfield, Massachusetts 01107
(413) 785-5381

Tailored Tours

This is
our territory ...
Peter Pan has Massachusetts
all sewn up!

We would love to show you our full tours for all seasons, tours of Massachusetts, New England and the entire U.S.A. Independent day tours and escorted day and overnight tours ... all carefully planned by Peter Pan. During the summer months, Peter Pan offers an escorted tour of Springfield with visits to the Basketball Hall of Fame, the Springfield Armory Gun Museum and points of historical interest.

Or, you can bring us your pattern and we'll tailor a tour for you in our charter department.

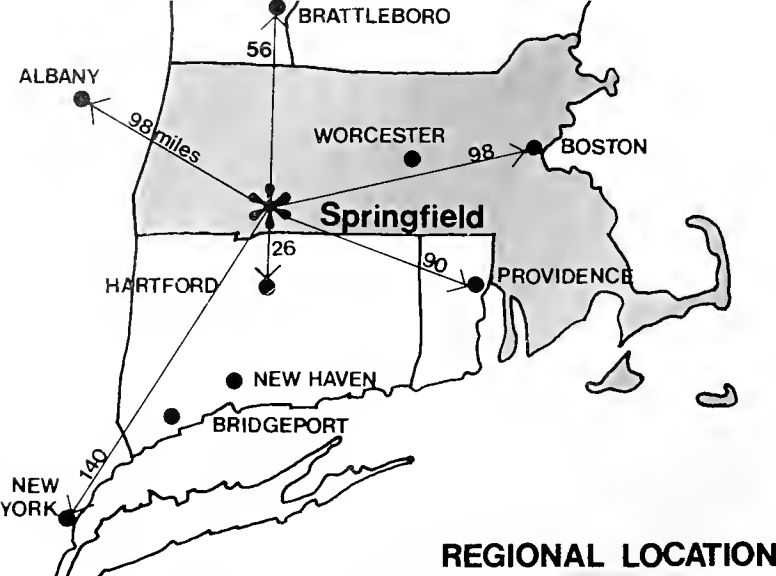
If your group is coming to Massachusetts for a convention, contact Peter Pan for your transportation needs.

Peter Pan

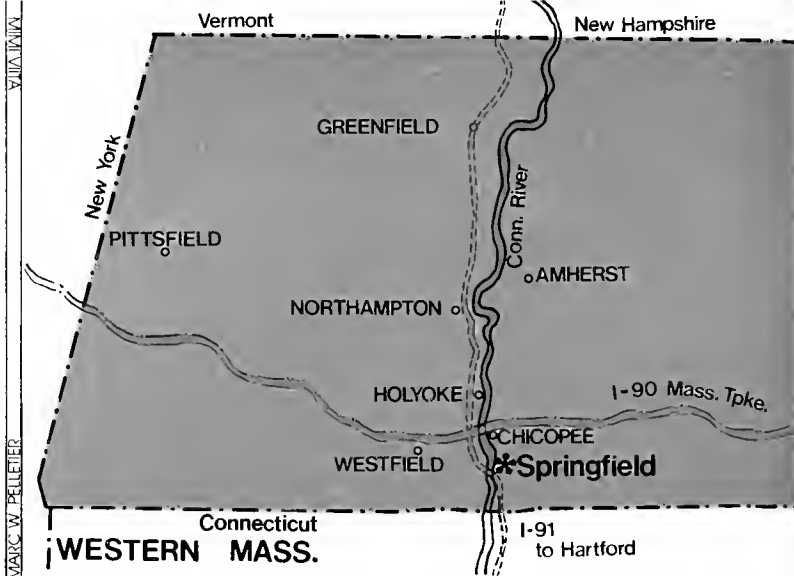
Terminals
throughout
Massachusetts.



Call: 781-3343 Tour Dept. Write: 1778 Main St.
781-2930 Charter Dept. Springfield, Mass. 01101



REGIONAL LOCATION



WESTERN MASS.

SPRINGFIELD IS CENTRALLY LOCATED IN NEW ENGLAND AND DOMINATES WESTERN MASSACHUSETTS



LOOKING TO AND FROM THE CONNECTICUT RIVER



POLAK/RADNER

POLAK/RADNER

The Setting

Springfield is the metropolis of Western Massachusetts. It is a city of about 170,000 people, the center of a metropolitan area approaching 600,000. It ranks as the second largest city in the state and the third largest in New England.

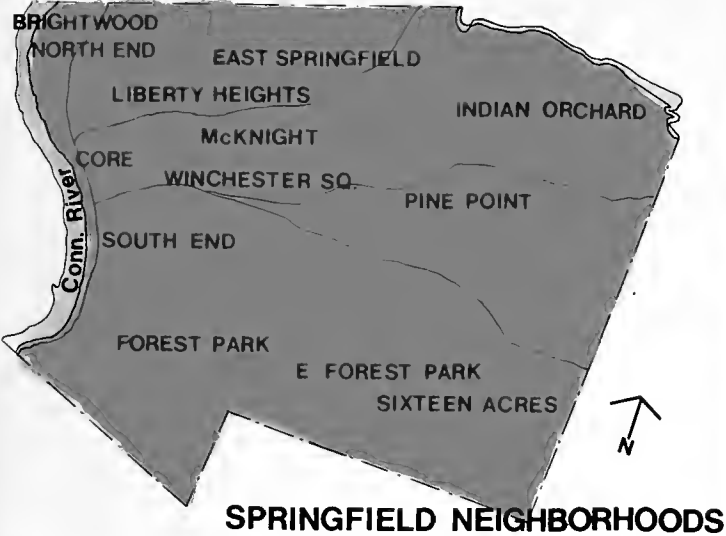
Situated next to New England's longest river, the Connecticut, Springfield lies in a scenic valley referred to either as the Connecticut Valley or the Pioneer Valley. The city's elevation ranges from 75 to 243 feet. The hills around the city include the Wilbraham Range to the east, the Holyoke Range to the north, and the foothills of the Berkshires to the west. The countryside is seldom more than a fifteen-minute drive away.

Springfield is a transportation hub lying at the crossroads of New England. Major north-south and east-west interstate highways and national rail lines pass through the city. Several bus lines provide frequent service to points throughout the Northeast. Bradley International Airport, also serving Hartford, is 18 miles away. Nine passenger airlines connect Bradley with points across America and the world.

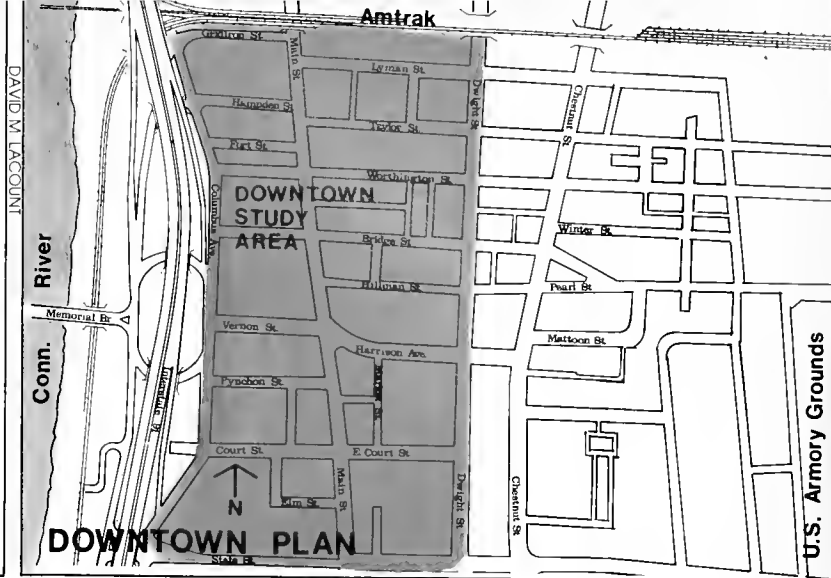
An extensive network of highways which crisscrosses the Northeast megalopolis puts Springfield within a two-hour drive of Boston, Providence, New Haven, and Albany. New York City is two-and-a-half hours away. Philadelphia, Washington, Pittsburgh, and Montreal are less than a day's drive.

Springfield residents and visitors are also close to New England vacation spots from the beaches of Long Island Sound, Cape Cod, and Maine to the Berkshires, the Green Mountains, and the White Mountains.

It should not be forgotten that roads crossing Springfield can bring people to the city. With the increasing number of attractions Springfield has to offer, it is important to know how to get here. (See above maps.)



SPRINGFIELD'S MANY NEIGHBORHOODS



STARTING POINT OF THE MASTER PLAN

THE CITY

Land Use

Downtown derives some of its character from the variety of ways its land has been used. Patterns of land uses developed in response to topography, community needs, and economic trends. Recent changes in the landscape have reinforced traditional uses.

Today, Downtown has a distribution of land use which is comparable to patterns in other downtowns. Buildings take up 36% of Downtown's five million square feet of land. Parking lots, streets, and sidewalks make up another 47% of the land. (See chart on p. 12.) Presently, public open space accounts for only 5% of Downtown land area. One-half of the floor area in Downtown buildings is retail, commercial, or office space, and 12% is institutional, including such uses as City Hall, the court houses, and churches.

Early Development

Since the city's founding in the 17th century, Downtown has centered on a north-south spine along the Connecticut River which became Main Street. A secondary axis developed along the route connecting Springfield to Boston which became the Boston Post Road (now State Street). Downtown remained confined to a small area along the river no more than two blocks wide for its first 150 years.

In 1776, a terrace overlooking Downtown was selected as the site for a national arsenal. By 1794, when an Act of Congress designated the arsenal a National Armory, the city was growing around it. Businesses sprang up on State Street around Armory Hill in the early 1800's. To counter this trend, Downtown businessmen purchased a tract of land on Main Street to be used as a public park. The county court house, town hall, and the First Church were built around the park, which became known as Court Square. Its role as symbolic heart of the city has since been reinforced with the construction of the Municipal Group, the Civic Center, and the Hall of Justice.

Nineteenth Century

In the first half of the 19th century changes occurred in the Downtown area which were to have a profound effect on the

city's growth. A rail line was built along the Connecticut River and an intersecting line which crossed the river was built to connect Boston with Albany. Industry grew up along the rail lines in what is now called the "North Blocks" and along the riverfront. The railroad established Springfield as the commercial center of the region. Springfield's location as a rail crossroads led to the construction of a number of elegant hotels in the vicinity of the railroad station.

In 1816, a covered bridge was built over the river which was to stand for over 100 years. New businesses developed along the street leading to the bridge. Today, Bridge Street is still lined with small retail shops. Also at that time Chestnut Street was opened on the first terrace above Downtown, and it became the site of large residences. In the 1920's different uses were manifested on Chestnut Street when two hotels and a YMCA were built. Those residences which still remain have been converted to other uses.

An economic boom started in Springfield during the Civil War. Industry experienced rapid growth Downtown and all available land was soon developed either commercially or industrially. Large four-to-six-story office buildings were constructed along Main Street, as were stores and theaters.

The North Blocks, the riverfront, and Willow Street were the most heavily industrialized sections of the city. There were textile mills, tool shops, breweries, printing shops, and other types of factories. Quarters were becoming crowded. The Wason Car Company left Downtown for Brightwood in the 1870's to obtain land for expansion. Other factories later followed suit.

During this industrial expansion, both residential and institutional uses also expanded. The row houses on Mattoon Street were built in the 1870's. Large apartment blocks were built around Spring, Pearl, School, and High Streets two decades later. By the end of the 19th century, the McKnight and Forest Park neighborhoods were being developed, largely because the Springfield Street Railway Company provided access to Downtown. Several new churches, a new post office, a train station, and the Arch over Main Street were con-



POLAK/RADNER

OLD AND NEW MIX DOWNTOWN



POLAK/RADNER

new & second hand books
art & craft supplies
drafting supplies
office supplies
party supplies
stationery
hobbies
gifts
toys




JOHNSON'S BOOKSTORE
1379 Main St., Springfield, Mass. 732-6222

Armoury Domonik's
a thoughtful alternative
in city living

Beautifully restored 2, 3, 4, & 5 room
apartments
Model open daily 10-4
Mon & Thu 10-7, Sat & Sun 12-5
72 Pearl Street, Springfield
739-9629

wugby tv 57
APPLAUDS WESTERN
MASSACHUSETTS'
LARGEST CITY



SPRINGFIELD
(Western Section)

MAIN MUSIC
Finest selection of
Rock, Jazz, Soul,
Blues and Disco.
Serving Downtown
Springfield for over
14 years.

1621 MAIN STREET
739-9092

THE CITY

structed at this time. The Arch solved a major traffic problem, for the railroad tracks had previously crossed Main at street level.

The location of the high school and library on State Street established another land use pattern. This pattern of institutional uses was strengthened by construction of several museums which, with the library, surrounded an open green. By the time the museums were completed (40 years later), the green had given its name to the entire complex—the Quadrangle.

Using land as open space became popular before the turn of the century. Merrick Park, next to the Library, and Stearns Square, between Worthington and Bridge Streets, date from this period.

Twentieth Century

At the turn of the century, Downtown was prosperous and fully developed with theaters, hotels, stores, offices, and factories. The establishment of a planning commission in 1913 and the first zoning laws in the 1920's were an attempt to exert public influence on the use of land. Although a series of grandiose schemes was proposed (one visualized a mall stretching from the river to the Quadrangle), no major changes in overall land use resulted for several decades.

In the 1920's and 1930's, Downtown continued to flourish. Massachusetts Mutual and Smith & Wesson moved to locations east of Downtown, but other companies soon filled the spaces they vacated. The Science and Fine Arts Museums completed the Quadrangle, and construction of Apremont Triangle added another Downtown park. Memorial Bridge also dates from the 1920's, replacing the 1816 covered bridge.

Throughout urban America, downtowns

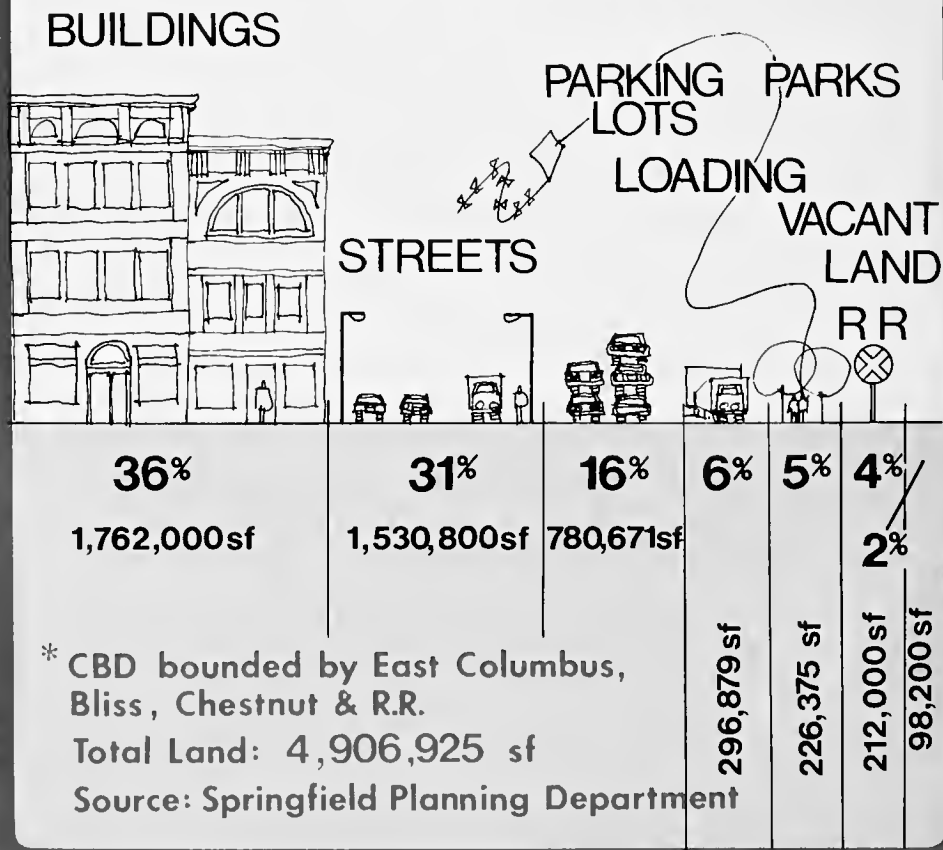
suffered a decline beginning in the early 1950's and accelerating in the 1960's. National trends toward decentralization were speeded by highway construction and development of vast tracts of suburban land. Suburban shopping centers, built to serve growing markets, had a devastating effect on Downtown in the 1960's. Industry began to relocate in suburban areas where there was an expanding labor pool, room for plant expansion, and little traffic congestion. Shifting such uses to the suburbs took its toll on Downtown as once active buildings became vacant and deteriorated.

The federal government responded to urban decline in the 1960's with urban renewal programs designed to replace inner-city blight. The construction of interstate highways through the heart of the city coincided with urban renewal planning in Springfield. Several major land use changes were made simultaneously. The New North was cleared and rebuilt as a commercial and light industrial area. In the center of Downtown, the Court Square Renewal Project provided for construction of the Civic Center, an 1100-car parking garage, street improvements, and the clearance of land for new commercial and residential developments. The Baystate West complex added a new shopping mall, hotel, office tower, and parking garage.

The urban renewal activity of the late 1960's did not halt deterioration in Downtown Springfield. In less than ten years, Downtown lost five movie theaters. By the mid-1970's the Downtown vacancy rate had climbed to 20%. Nonetheless, certain areas of Downtown showed new life. The row houses on Mattoon Street were restored 100 years after their construction, and the area

A SURPRISING TWO THIRDS OF DOWNTOWN LAND IS UNBUILT *

CBD* LAND USE



CYNTHIA O. HOWARD

SOURCE:
Springfield Planning
Department

Institutional 1%

Cultural 4%

Civic &
Government 7%

Residential 19%

Industry 25%

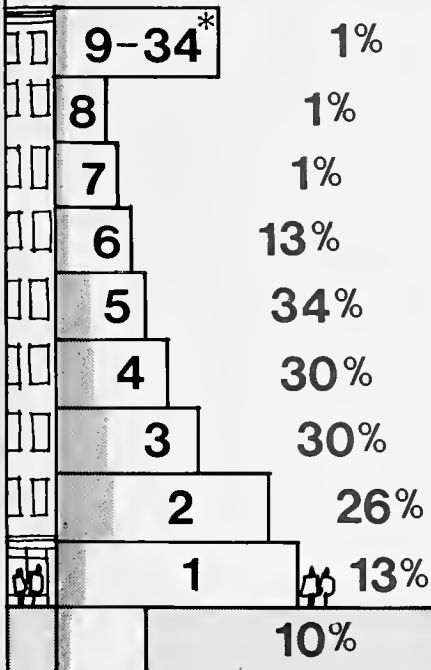
Office 28%

Retail 20%

BUILDING USE

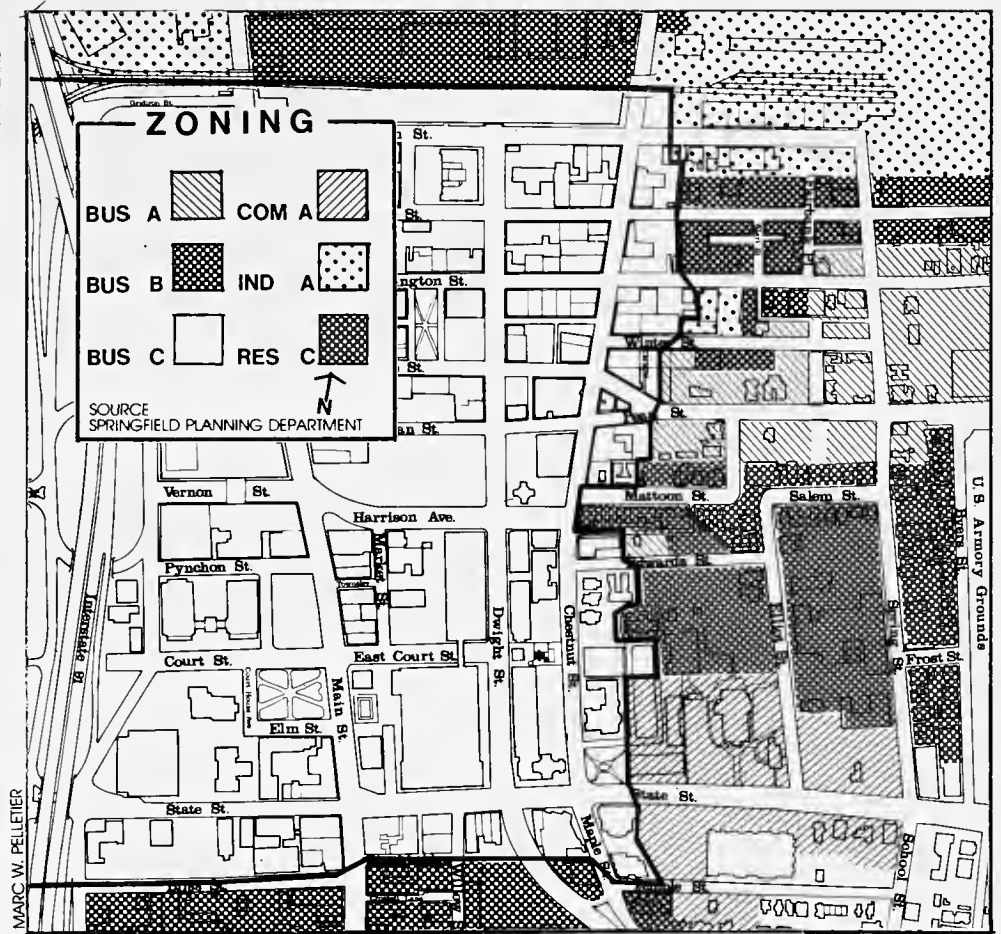


VACANCY RATE



* Floor
(size indicates relative
areas per floor)

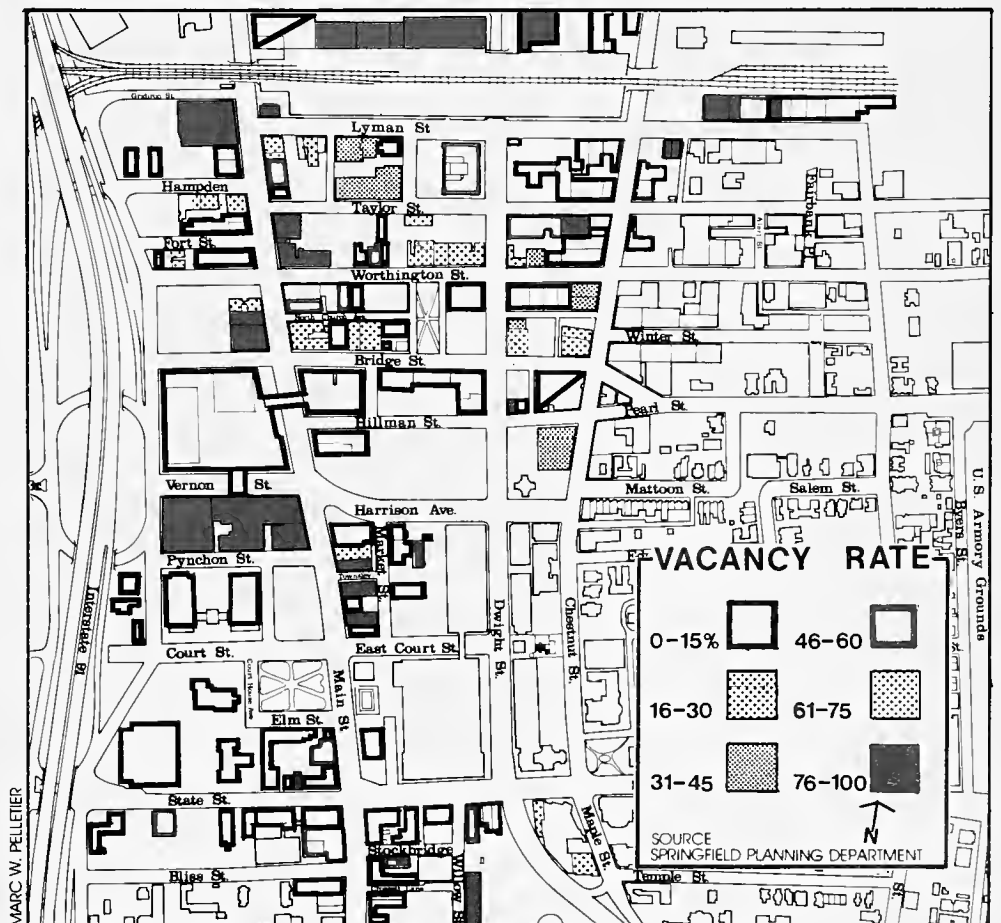
CYNTHIA O. HOWARD



RETAIL AND OFFICE USES OCCUPY OVER HALF OF THE BUILT SPACE DOWNTOWN

CYNTHIA O. HOWARD

HEAVIEST VACANCIES OCCUR ON THIRD, FOURTH, AND FIFTH FLOORS





NEW PARCEL 3 DEVELOPMENT WILL ADD TO DOWNTOWN RETAIL DISTRICT

POLAK/RAOBER

was made an historic district.

For the first time in 50 years, the City built new public parks and plazas. The ambitious scheme of the 1920's to connect the Quadrangle with the river was finally implemented. The construction of Pynchon Plaza between Chestnut and Dwight Streets, surmounting a grade change of 50 feet, connected the Quadrangle with the Civic Center and the rest of Downtown. The construction of Riverfront Park reacquainted Downtown with its riverbank.

The City also built two parks to complement a reborn residential area. Armoury Common, a park at the corner of Spring and Pearl Streets, and Church Square, a small plaza between Salem and Mattoon Streets, are attractive amenities to tenants of Mattoon Street homes, Armoury Commons apartments, and the Chestnut Park complex. These new developments have reinforced the traditional residential character of the neighborhood.

Proposed Land Use

In the 1970's urban planners across the country have shifted gears and have begun to recognize the importance and the potential of older buildings. Urban planning is no longer focused solely on tearing down old buildings and building anew. Springfield's revitalization strategy includes recycling older building to accommodate new uses.

Changes proposed to Downtown land use patterns aim at adding diversity to Downtown. Existing Downtown land is primarily commercial, institutional, and office space. Revitalization proposals would enrich these uses and add to them more housing, entertainment, and open space. Diversity is a key to Downtown's rejuvenation, as multiple uses are essential to the renewed life of individual buildings.

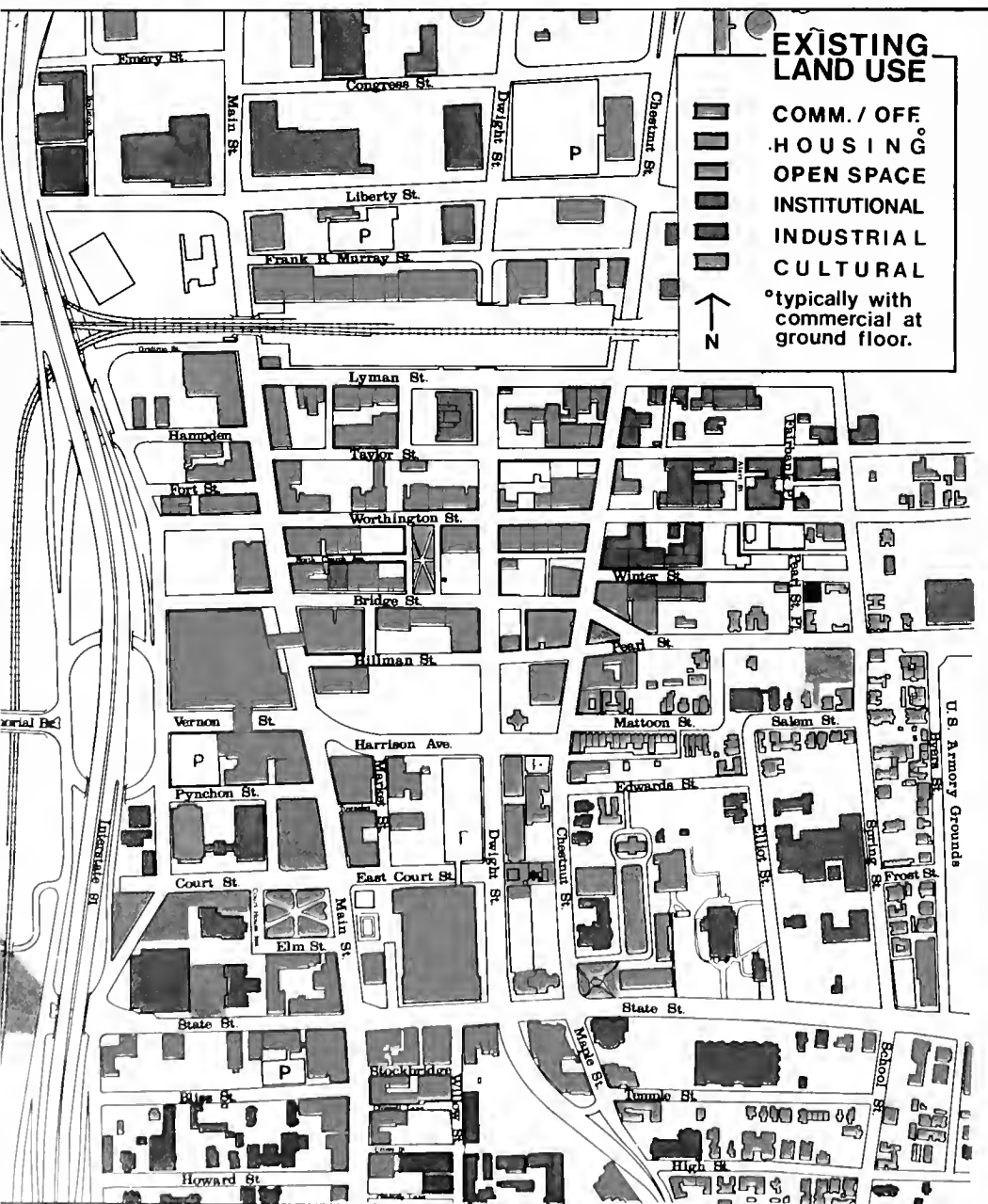
Commercial and Office

Commercial and office space Downtown can be improved through a variety of means. Smaller retail spaces can be created by subdividing existing space. Two prime candidates for this type of retail space are the Main Market Plaza stores, and Bridge and Worthington Street stores whose backs face the alleyway (North Church Avenue) running between the two streets. Vacant office space can be recycled with the first floors reserved for retail use.

There is room for new construction on several vacant lots. The Downtown Master Plan calls for office construction, including a federal building. Other construction possibilities include a new hotel, a department store, and a retail complex.

Housing

Many office and industrial buildings which are vacant or underutilized could be recycled into different types of housing. These sound and often architecturally significant buildings can be adapted into unusual apartments. Rising new construction costs and environmental concerns make recycling a sound economic proposition. The success achieved by Armoury Commons, Chestnut Park, and Mattoon Street demonstrates the appeal Downtown housing can have. When possible, developers will follow the example set by the Chestnut Park complex by providing retail space in basements, first floors, and sometimes sec-

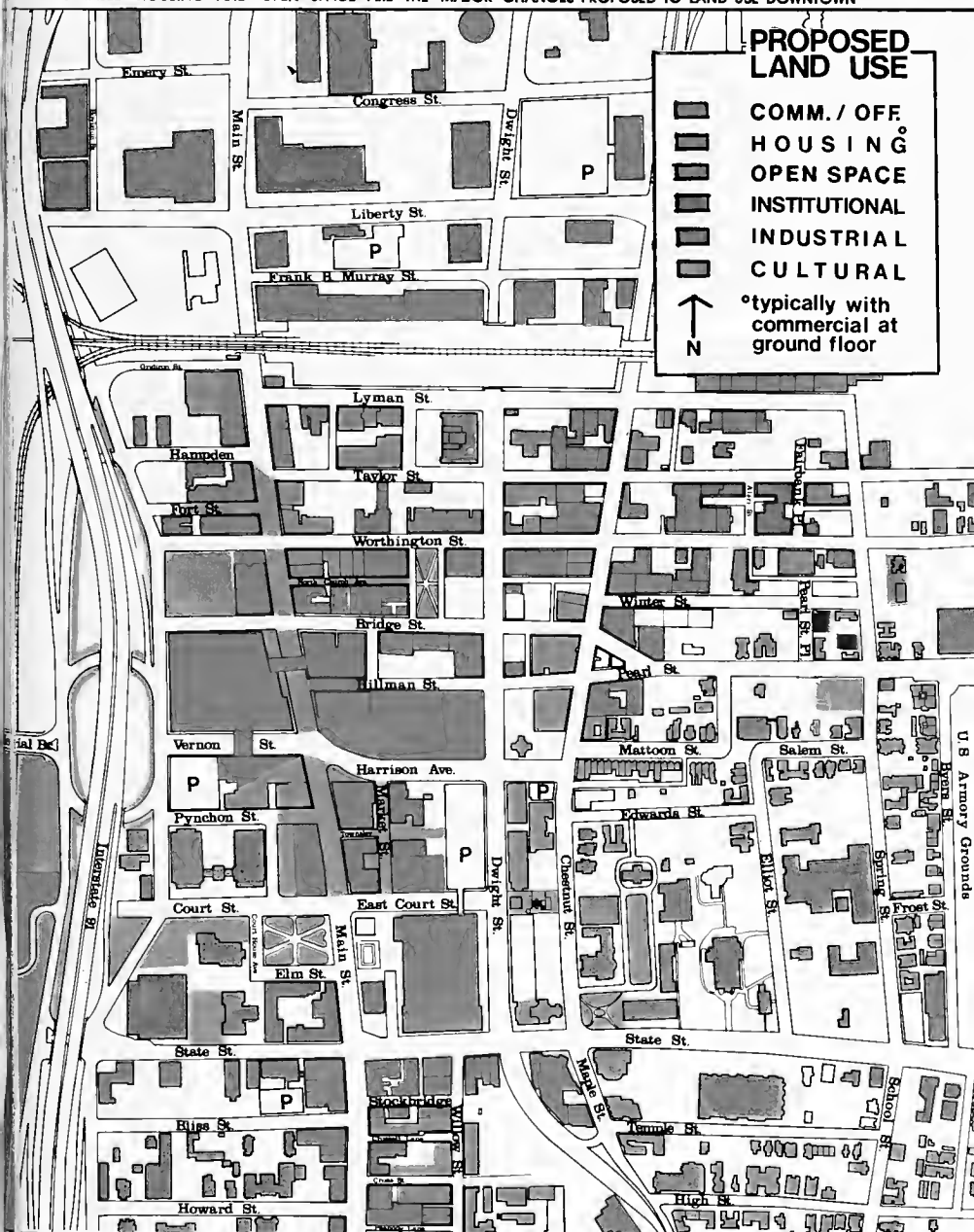


MARC W. PELLETER



PYNCHON PLAZA LINKS THE QUADRANGLE AND DOWNTOWN

INCREASED HOUSING AND OPEN SPACE ARE THE MAJOR CHANGES PROPOSED TO LAND USE DOWNTOWN



MARC W. PELLETIER

POLAK/RADNER

we're alive after 5



8 A.M. to 10 P.M.
Main Office Drive-In

Security National



LUGGAGE LOFT

FOR THE FINEST QUALITY

- BUSINESS CASES
- LUGGAGE
- ACCESSORIES

MEZZANINE LEVEL
BAY STATE WEST
736-3201

MARTHA'S Web

*Clothiers for Women
Who Prefer Quality
and Good Taste
with a Personal Touch*

...
MEZZANINE LEVEL
BAY STATE WEST
736-3201

We Offer You The World.

THE TRAVEL PROFESSIONALS AT



**BRACCI
TRAVEL
WORLD**

BAYSTATE WEST
SPRINGFIELD, MASS.
737-2684

Validated Parking

ond floors. Parking facilities, separate housing entrances, and private recreational space will further enhance the residential package.

Entertainment

Downtown should be active 24 hours a day. Providing space for entertainment and cultural facilities is the best way to achieve that goal. Improvements to Symphony Hall and the Civic Center, recycling the old Paramount Theater, and finding locations for new theaters, restaurants, and bars would make a lively Downtown entertainment district. Revitalization plans are aimed toward maintaining Springfield as the cultural center of the region.

Open Space

One of the most important modifications to the use of Downtown land is increasing pedestrian spaces. A section of Main Street will be converted to a mall. The street will be resurfaced with decorative paving materials and tastefully landscaped. Along the side streets on either side of the mall, amenities such as seating, greenery, and new lighting will be added. Mid-block pedestrian walkways will be established, connecting various activity centers. The airwalk system, started in 1971, will be extended to join more buildings together in a weather-protected environment.

Two of Downtown's oldest parks, Court Square and Stearns Square, will be restored to their original appearance. The development of the riverfront as a public park is a new use of an old resource. The first section of Riverfront Park was completed in 1978. On the eastern boundary of Downtown, the Armory became a National Park in 1978. Tying Downtown to the Armory and the river with a coherent pedestrian walkway system will take advantage of these two valuable assets.

Transportation

A renewed Downtown will necessarily increase the number of people attempting to reach it. An efficient means of moving them in, around, and out of Downtown must be achieved to avoid traffic jams. Increased reliance on public transportation will be encouraged. The ease of access provided by the transit mall, upgraded bus service, new buses, and new bus shelters should all facilitate and encourage the use of public transportation.

A new pattern of building multi-level parking structures was established in the 1960's as a way of using land more efficiently. This pattern will continue Downtown as development requires, but the new structures will be smaller than old parking garages.

Transportation plans also include the implementation of a system of peripheral parking lots with parkers connecting to Downtown via shuttle buses. The first of these lots (under Interstate-291) is successful in attracting Downtown workers. These innovations are designed to keep cars out of the core area while maintaining easy access for workers and shoppers.

Downtown has traditionally been devoted to a wide variety of land uses. Without them, it could never have attained such vitality. Providing a diversity of uses (office, commercial, retail, residential, entertainment, institutional, open space) remains the best way for Downtown to regain its lost vitality.

Population Roots

Americans have lately been preoccupied with finding their "roots". Alex Haley's book and television special encouraged many people to trace their family histories. Cities, too, are finding that they have their own complex and distinct population roots. Springfield's roots are particularly rich, as its past goes back to 1636.

Springfield's first settlers were English Puritans from Roxbury, Massachusetts. The settlement gradually attracted more people, who made their way from ports on the Atlantic Coast.

This sort of migration established a pattern which would be followed in later waves of emigration from Europe. Immigrants arrived in cities like Boston and New York, and some found their way to Springfield. Until the 1840's most of Springfield's 11,000 people were of English descent, known in New England as Yankees.

The second major wave of immigrants also arrived from Northern Europe. Scots and Germans were among them, but by far the largest group was the Irish. Fleeing the Great Potato Famine, the new arrivals increased Springfield's Irish population fivefold from 1848 to 1855. The entrenched Yankees treated the unskilled Irish contemptuously. Facing "Irish need not apply" signs, they were forced to accept the most menial jobs. Their poverty, Roman Catholic religion, and allegedly riotous behavior combined to attract and maintain Yankee hostility.

The other ethnic groups arrived in Springfield in smaller numbers during the mid-19th century. French Canadians, fleeing crop failure and economic depression in Quebec (the same push factors motivating the Irish), settled largely in Indian Orchard where they found employment in the mills and construction trades. Primarily, skilled craftsmen emigrated from Germany, many becoming employed at the Springfield Armory before and during the Civil War. Their smaller numbers, their tendency toward Protestantism, and their trade skills permitted them to be easily assimilated.

These immigrants continued to arrive in Springfield through the Civil War years. Most found it easy to obtain jobs as industrial expansion, particularly in the armaments industry, fueled economic growth. The growing city's population reached 31,000 in 1875.

The last group to arrive in any numbers during this stage of immigration was the Jews. They spilled out of New York's teeming Lower East Side ghetto in the 1870's. Those who came to Springfield were primarily peddlers and shop owners. The city's Jewish population reached sufficient size to found a synagogue in 1888.

By the turn of the century, the immigrants of the mid-1800's had begun to assimilate into life in Springfield. In 1900, Springfield elected its first of many Irish-American mayors. The Irish had made significant inroads in politics and police work, a common occurrence in large cities.

The third and biggest wave of European immigration to America took place between 1890 and 1920. Millions left the social and political upheaval of Europe for the promise of a better life in America. The arrival in Springfield of Italians, Poles, Russians, Armenians, Greeks, Lebanese, and further influxes of Irish, Germans, Scots, and Jews doubled the city's population to 129,614



ITALIAN IMMIGRANTS

from 1900 to 1920.

The North End and the South End became the home of most of these immigrants, with ethnic pockets changing from street to street. The Italians, the largest group to arrive in Springfield during this period, settled in the South End, where they eventually predominated.

Springfield received its first large influx of blacks during World War I. Most of them migrated from the South to work in the expanding armaments industry. Blacks have called Springfield home since 1680. The last black slave was freed here in 1808. The black community established itself in the 1840's, founding a church in 1844 and operating a station on the Underground Railroad.

Following World War II, the largest wave of blacks migrated to Springfield. The city's still-growing population reached 162,601 by 1950. The only new ethnic group to arrive in force since 1950 has been Puerto Ricans. They have migrated northward via New York City in the last 25 years. Most work as laborers in the tobacco fields of the Connecticut Valley. They are clustered in the North End and Brightwood neighborhoods.

Certain other areas of the city (in addition to the North and South Ends) are today identified by a predominant ethnic group. The Winchester Square section is mainly black. Liberty Heights, or the more familiar "Hungry Hill," is home to many Irish. French and Poles can still be found in large numbers in Indian Orchard. Nonetheless, there has been significant ethnic intermingling, particularly in the newer areas of the city. Each of the city's neighborhoods is at least partially integrated. Springfield's political system, once the exclusive domain of the Yankees and later the Irish, has become more open. In fact Springfield's last three mayors have been Jewish, Irish, and Italian.

Racial and ethnic tensions have run high at various times in Springfield. Anyone who attended a public high school in the late 1960's and early 1970's can attest to that. These tensions seem to have diminished in the last few years, or at least have fallen below the surface. Nevertheless, the modern American city still faces the stern test of combating and eliminating ethnic friction.

An ethnically diverse community has its advantages. Traditional St. Patrick's Day, Columbus Day, Harambee Holiday, and Oktoberfest celebrations have been joined this year by Puerto Rican and Greek festivals, adding color and pageantry to the cityscape. Various ethnic restaurants, food stores, clothing stores, and music shops tempt the tastes of a cosmopolitan market. The diversity of ethnic backgrounds enriches the city's culture and, at its best, can cultivate open-mindedness about those different from one's self.

Springfield's citizens are not alone in their failure to completely respect each other. But striving for such respect can improve relations within the city, provide a receptive setting for any future in-migrants, and make our heterogeneous society work.

Responding to the community's needs, in a big way.

THE SPRINGFIELD UNION

EDITORIAL PAGE

JUNE 24, 1966

Renewal: a Pebble Dropped

Last April, when a \$40 million New Springfield was announced by the Springfield Central Business District, Inc., the die was cast. The wreckers already were tearing down the old, and a mock-up of the new went on display. That was the point of no return. From there, the city's course had to be ahead and upward.

But it is still good to see the pieces begin to come together. Yesterday, the Valley Bank and Trust Co. moved a sort of cornerstone into place. The bank announced that it will be the "major tenant" in the office building that will tower above a four-acre shoppers' mall at the edge of a completed Route 91 before the decade is out.

Thought and careful study of all the alternatives—including a move to the outskirts, leaving minimal facilities downtown—went into this decision, which is mainly, that Valley Bank and the New Springfield belong together.

The gain very definitely will be mutual. Because Valley's downtown consolidation will require up to 10 floors, SCBD knows now that it can go ahead full size with its plan for a 24-story office tower, 275 feet high, just 25 feet lower than the Campanile. Because Valley will be in the heart of one of

the Northeast's most attractive business districts and shopping malls, its own future is brighter.

And because Valley is tying up its future irrevocably with downtown and the New Springfield project, other business and professional organizations will think twice before cutting back or moving out. Many, instead, will "move in"—to join the action on the mall.

And once the new office building and shopping mall take shape in bricks and mortar, they will be like the pebble dropped in the pond. Ripples of renewal will spread around. Businesses will want to renew themselves. Old buildings will be improved, more new ones may be built, companies will move to new quarters. It has all happened this way in other cities. It will happen in this one.

There begins to be a feeling that Springfield's oldness, in terms of its downtown plant, may be a distinct asset now because it means a special ripeness for renewal. This idea will be slow in taking hold. But when Valley made its move, it opened the way. A few more hopefuls were encouraged about the city's future, and a few more doubters were scratched off. There is going to be a New Springfield.

For over a decade, Valley Bank has been responding to our community's number one priority, that of revitalizing downtown Springfield. We have and will continue to play a leading role in projects designed to improve Springfield and again place it as the focal point in the Pioneer Valley.

We believe in Springfield.



a BayBank

Valley Bank Tower • 1500 Main Street • Springfield, MA 01115 • (413) 781-7575

NEW HORIZONS

AT AMERICAN INTERNATIONAL COLLEGE

American International College
Springfield, Massachusetts 01109

THE STATE, THE NATION

Massachusetts Leads the Way

In formulating his federal urban policy, President Carter looked to Massachusetts and Governor Dukakis for a model because Massachusetts has taken the most advanced approach to urban problems of any state in the union.

Governor Dukakis and Director of the Office of State Planning Frank T. Keefe regard revitalizing central cities as the solution to problems created by suburban sprawl, environmental exploitation, the waste of limited energy resources, and high unemployment rates. After surveying the state's 13 regional planning agencies and voluntary growth committees in 330 communities, it became evident to them that channelling development into the central cities would be the answer to the state's growth-related problems.

The Office of State Planning prepared a growth policy report entitled *City and Town Centers: A Program for Growth*. The report makes a total of 36 "action" recommendations on ten different subjects, most of which relate directly to urban revitalization. Some of the recommendations pertain to state activities, and others suggest measures which local governments should undertake.

The state's most important policy initiative has been to "ensure that state and federal public investment and construction grant programs give maximum priority to the revitalization of community centers,

MASSACHUSETTS GOVERNOR DUKAKIS PRAISES SPRINGFIELD'S PROGRESS AT THE DEDICATION OF PYNCHON PLAZA



SPRINGFIELD NEWSPAPERS D'ADDARIO

especially the centers of urban areas."

The growth policy report lists several other ways that the state can speed urban revitalization: use state agencies to encourage industrial expansion and the creation of jobs in the central city; enact legislation that prohibits red lining loans in urban areas; and modify tax laws to encourage urban investment and development (this includes committing state revenues to local property tax assistance).

Governor Dukakis has been implementing these proposals. He has dedicated the full resources of his office to urban revitalization. His commitment to creating vital center cities has produced a feeling that the future prospects of the long-suffering cities of Massachusetts are beginning to brighten.

"Massachusetts communities want to preserve their special character and, overall, the character of the state. Villages don't want to be suburbs, suburbs don't want to be cities, and cities don't want to be wastelands. In each community, there is a growing recognition that its identity is tied inextricably to its center. As the center loses its special vitality and its place in the life of the community, the community loses its special character and becomes part of an endless stretch of shopping centers, car dealerships, and fast food chains. What makes Haverhill and Hanover [and Springfield] different from anywhere else is not shopping malls or subdivisions, but the unique combination of diverse activities, distinctive buildings, natural features, monuments, and landmarks found in their centers. We get a sense of a place—we sum it up—not from a community's outlying neighborhoods, but from its center."

"That is why the stabilization and revitalization of community and regional centers is so important to the preservation of the unique character of our communities and of the Commonwealth as a whole. This is especially the case in our older urban centers—areas that have been beset by the ravages of economic decline, urban renewal, and misguided public investment that have fed suburban sprawl."

—Massachusetts Office of State Planning, *City and Town Centers: A Program for Growth*

Carter Addresses The State of the City

Many urban experts believe that old central cities cannot make a comeback unless the federal government makes a substantial commitment to this goal. Mayors of some beleaguered Northern cities have called for a massive infusion of federal dollars, an urban "Marshall Plan."

President Carter has rejected this sort of urban policy, primarily because Washington cannot afford it. But these budget constraints may be a blessing in disguise. They forced the President to acknowledge that "the federal government alone has neither the resources nor the knowledge to solve all urban problems."

Carter has instead proposed a "New Partnership" between the federal government and individual cities. His method of revitalizing America's cities is coordinating the efforts of "all levels of government, the private sector and neighborhood and voluntary organizations." The White House has recognized that local and state governments and private business must participate in the revival of America's cities.

Carter has proposed modest increases to the \$87 billion currently funnelled to local governments—\$742 million in fiscal 1978 and \$2.9 billion in fiscal 1979. The foundation of his urban policy lies in over 160 changes in 38 existing federal programs, designed to make them "more sensitive to urban problems and more committed to their solutions." New federal programs would be subject to an "urban impact analysis" to determine whether they would have a negative effect on cities. Carter advisors have formulated programs to improve sluggish urban economic conditions by encouraging investment in the inner city and providing jobs for the unemployed. These programs include guaranteed low-interest loans, tax credits, and direct grants for inner city investment and a public works program to employ the chronically jobless.

The success of President Carter's urban policy will depend upon how effectively local communities can form revitalization strategies. Springfield is already beginning to implement its revitalization plan. The public and private sectors are working together at the local level. Further, the City has a good track record in obtaining funds from Washington. Springfield has the capability to make Carter's "New Partnership" work. It's now up to the federal government to follow through on its commitment to the cities with effective programs that will make a difference.

Congressman Boland Delivers

Our nation's cities have turned to Washington for a fresh, effective urban policy. In the House of Representatives, Congressman Edward P. Boland, D-Springfield, is facing this challenge. He chairs the subcommittee of the powerful House Appropriations Committee which is responsible for drafting urban policies.

Experienced in the field of urban affairs, Congressman Boland recognizes that Springfield is innovative in its Downtown revitalization projects. He views its unique public-private cooperation as a model for other cities. Boland concurs with the White House that cities with comprehensive revitalization strategies (like Springfield) should receive the full cooperation of the federal government.

The Congressman supports the current policy of constructing new federal buildings in older central cities. Springfield will be one of the first beneficiaries of this policy when construction begins in the North Blocks later this year. This strategic use of federal funds will have a strong spinoff effect on the surrounding streets, while giving the public greater access to federal agencies and offices.

Congressman Boland's efforts are ensur-



UNION FEDERAL SAVINGS

SPRINGFIELD
1341 Main Street
1655 Boston Road
1070 St. James Avenue

EAST LONGMEADOW
376 North Main Street

WEST SPRINGFIELD
347 Memorial Avenue

First class in western Mass.

Luxury, convenience, fine dining, recreation and shopping—the Springfield Marriott has it all. The all-new Albert's restaurant is one of the finest in New England. And two lounges, Lucky Pierre's and the Plaza bar, keep things lively. Next door is the fabulous Baystate West Shopping Mall. Meetings and conventions can choose from eight different rooms that accommodate as many as 350. And the Springfield Marriott is just 20 minutes from Bradley International Airport via airport limo. Instant payment of commissions, of course.

• 257 deluxe guest rooms • Indoor heated swimming pool • Hydrotherapy pool • Exercise room • Locker facilities • Saunas • Color TV in every room • Free indoor parking

Marriott HOTEL
Baystate West
1500 Main Street, Springfield
781-7111

Call Toll Free 800-228-9290
for reservations and information.

ARNOLD'S

Foot Health SHOES

327 Bridge St., Downtown Spfld.

"Put your feet in reliable hands."

Almost a half century of quality fitting for the entire family.

732-7048

BELMONT RECORD SHOP

Rock, Country

MUSIC IN THE ROUND

Oldies but Goodies

Full Line of Classical & Show Tunes
788-0193

739-7522

BAYSTATE WEST

STONEHAVEN

Hotel & Motor Inn

- 226 Rooms • Kitchenettes • Color T.V.
- Transient & Residential
- Entertainment • Beautiful Foods
- Cocktails • Banquet & Meeting Rooms
- Weddings & Conventions Facilities
- Major Credit Cards • Free Parking

781-8030

**70 Chestnut Street
Springfield**

SCHNIDER'S

Delicatessen

53 Lower State St.

OPPOSITE NEW COURT HOUSE

Serving Your Favorite

PASTRAMI-CORNEE BEEF SANDWICHES

- COLD CUTS • SALADS
- PARTY TRAYS

CALL US AT
732-8664

OPEN SATURDAYS 9 to 4 P.M.
Daily 8 to 6 - Closed Sunday

Featuring
HEBREW NATIONAL KOSHER MEAT PRODUCTS

THE STATE, THE NATION

ing that the federal government play its proper role in urban development. It is appropriate that his home district has developed a strategy in which federal resources are effectively utilized.

Updating the English Language

Although few Springfielders are aware of it, the English language is continually updated here. *Webster's Third New International Dictionary*, a 2,750-page volume containing over 460,000 entries, is published by the G. & C. Merriam Co. on Federal Street.

Merriam's 20-person editorial staff searches through a variety of publications, including *The New York Times*, *Sports Illustrated*, *Playboy*, and *Rolling Stone*, for previously undetected words. When an editor comes across a new word or usage, he cites it on an index card and enters it in a 12-million-entry citation file, the world's largest. Once the editors feel a word has been used often enough to warrant inclusion in the dictionary, the new entry is written, represented phonetically, cross-referenced, and proofread.

Merriam recently published a 6,000 word addendum to the 1961 unabridged edition to include such newly discovered words. "Superstar," "fast food," and "hot line" are three that qualified.

The firm publishes 20 reference books ranging from a sports dictionary to an atlas to a medical spellers. The biggest seller is *Webster's New Collegiate Dictionary*. Merriam's vice president, Crawford Lincoln, believes that, at \$10.95, "It's the biggest bargain in the world of books."

Made in Springfield

In a land of industries, American cities and towns often gain their reputation from the products they make. Springfield's industrial reputation was originally established by the Armory. From revolutionary muskets to modern M1s and M14s, the "Springfield Rifles" were synonymous with quality, precision, and craftsmanship.

During the Civil War, Milton Bradley's "Checkered Game of Life" made a hit in Union Army camps and started a flourishing enterprise. The company, still noted for its games, pioneered educational games and teaching aids shortly thereafter.

Following the Civil War, Springfield

SPRINGFIELD-MADE MILTON BRADLEY GAMES



COURTESY MILTON BRADLEY COMPANY

became a booming and highly-diversified industrial center. The Wason Car Works was Pullman's chief rival in the manufacture of railroad cars. The Blair & Fiske Manufacturing Company made the first practical push-lawnmower. Skates manufactured by Barney & Berry made ice skating a national craze.

Charles E. and J. Frank Duryea built the first American automobile here in 1893 and soon began manufacturing cars for the public. Other car designers opened shops in the city, making Springfield the first home of the auto industry. Champion bicyclist George Hendee invented the motorcycle here in 1901 and opened the Indian Motorcycle plant in the following year. Rolls Royce made its American models in the city during the 1920's.

Friendly ice cream, Breck shampoo, Buxton leather goods, Monsanto chemicals, Spalding sporting goods, Digital computers, US envelopes, Smith & Wesson small arms, and Uniroyal tires reinforce Springfield's image as a preeminent manufacturing center.



THE SPRINGFIELD ARMORY

COURTESY SPRINGFIELD PUBLIC LIBRARY

National Park at the Armory

Springfield has been nationally renowned as a small arms center since the time of George Washington. In fact, the Springfield Armory was the nation's primary producer of small arms until 1968 when it was retired from military service.

Control of the Armory was recently transferred from STCC to the National Park Service. The Armory grounds have been designated a National Historic Site. The Park Service plans to upgrade the museum at the Armory, which houses a vast gun collection begun in the late 19th century by Colonel James Benton, commanding officer at the installation. Museum officials are in the process of cleaning and inventorying the 10,000-piece collection, considered to be the best in the world.

In order to make the museum and grounds more accessible to the public, the National Park Service is spending \$5 million to restore the main arsenal and the commanding officer's house. The arsenal will house the gun collection, and the house will double as a museum and center for community activities.

Administrator Mohammed Khan counters criticism that the museum is a monument to violence by explaining that "The Armory Museum tells an important chapter in the history of our nation."

The superintendent will invite schools, clubs, and community groups to the park and will encourage public use of the parade grounds.

WANT TO HEAR A GOOD ONE?

The Springfield Symphony Orchestra is Western Massachusetts' fully professional orchestra. Under the music direction of Robert Gutter, its artistic standards are of the highest order — because that's what the residents of this area expect.

Each year, the Springfield Symphony offers Masterpiece, Pops, and Dance Series, bringing orchestral, choral, operatic, pops, and dance performances to this community. Among artists signed for the coming season are Beverly Sills, John Browning, Arthur Fiedler, Victor Borge, Pearl Bailey, and the Alvin Ailey Repertory Ensemble.

Also a vital part of music education programs in Western Massachusetts, the Springfield Symphony sponsors two youth orchestras, holds annual youth concerts in Symphony Hall that entertain and educate more than 13,000 students, and sends over 140 ensembles into our community's classrooms.

The Springfield Symphony Orchestra. If you want to hear a good one, listen to us.

Springfield Symphony Orchestra
284 State Street
Springfield, MA 01105 413-733-2291

Communications preplanning for the modern building.

We know enough to fill a book.

To help you we're offering our hardcover guide, aptly called "Communications Preplanning for the Modern Building." This book summarizes the knowledge and experience of our nationwide force of Building Industry Consultants.

Reading it can help you plan for change —
and avoid expensive alterations later.

Call us at 1-800-882-2020 and we'll put you in touch with your nearest Building Industry Consultant who will come and confer. And deliver your copy of our book, absolutely free.



New England Telephone

(from the Springfield Daily Union of June 12, 1875)

"Perhaps the next building of importance to be erected is the new Five Cents Savings Bank which is to go up at the corner of Main and East Court Streets, on the site of the old Hampden Hall . . . the building will be four stories high, of Philadelphia pressed brick, with granite trimming, fronting on Main Street and running back . . . to Market Street. In the center of the Main Street side will be an archway, 11 feet wide . . . and on either side of it on the first floor is to be a bank . . . a water powered elevator will have a place on the Market Street side. The plans for the block are by G.E. Potter, and it will cost about \$50,000."



Formerly Springfield 5¢ Savings Bank. Name changed to Community Savings Bank as a result of merger in 1971.

**Our involvement
in downtown
Springfield reaches back a
long way, but more important
is our commitment to the future...**

We have always displayed our pride in Springfield with strong commitments. Our active support of the current Master Plan being the most recent. We shall continue to support the economic and cultural growth of the city, and the community as we have for the past 124 years.



Serving Hampden and Hampshire Counties with Assets over \$360,000,000.



POLAK/RADNER

SPRINGFIELD CITY COUNCIL: (Standing l. to r.) NEAL, MARKEL, KALILL, COLLAMORE; (Seated l. to r.) SANTANIELLO, MASON, COUGHLIN, CONTANT, DI MONACO

POLITICS

Dimauro's First Months

Although only in office since January, Springfield mayor Theodore A. Dimauro has already demonstrated a strong grasp of problems confronting the city. Nowhere has this been more evident than in his support for Downtown revitalization.

Dimauro believes that "the heart of the city must be kept vital so that the rest of the city may flourish." This means that it should be safe, clean, stimulating, and easy to reach.

Since taking office, Dimauro has instructed the Police Department to increase its visibility Downtown by assigning more foot patrolmen to the beat. This will deter crime and give the public a greater sense of security. The mayor is also using zoning and licensing regulations to close bars which give the area a tawdry and dangerous image.

In order to make Downtown more attractive, Mayor Dimauro has created a special ten-member maintenance crew to clean sidewalks, parks, parking lots, and the grounds of public buildings. The crew will also be charged with removing major Downtown eyesores. Dimauro has also committed municipal resources to sidewalk improvements and park rehabilitation.

Recognizing that Downtown parking facilities are inadequate, Dimauro is working on plans to increase the amount of available spaces. He also wants to make parking fees as inexpensive as possible to compete with the free parking of the suburban malls.

Perhaps Mayor Dimauro's most innovative act was creating the new post of Commissioner of Cultural and Community Affairs. He believes that city government should play a role in improving the cultural life of Springfield. His appointee as Commissioner, former city councilwoman Barbara Garvey, coordinates activities of Symphony Hall, the Civic Center, the Library, and the museums. Her office helps organize events like the Fourth of July celebration on the Riverfront.

Dimauro showed himself a forthright advocate of central cities when he opposed the Holyoke Mall. He demonstrated that suburban shopping malls and sprawl can seriously damage the economic vitality of our central

business districts. Although the mayor was unsuccessful in persuading Holyoke's mayor Ernest Proulx to use the land designated for the shopping mall for an industrial park, he raised an issue which is critical to the economic health of our region.

In his first months in office, Mayor Dimauro has demonstrated he has the stuff to be an effective leader. His achievements create optimism that the goal of a revitalized Downtown Springfield will be realized.

Springfield's Government Re-examined

"Let's change the way we choose our elected officials in Springfield and make the political system more responsive to the public. If we institute district representation, people will have more influence on their councilors and school committee members than they have now with city-wide representation." So said the advocates of district representation before the last election.

The question of ward representation was placed before the voter in the 1977 municipal elections. The referendum was defeated, but there is still sentiment for revising Springfield's form of government.

This is not the first time the citizens of Springfield have taken a hard look at their political system. In the late 1950's, the citizens sought an alternative to the unwieldy bicameral legislature. One alderman, two councilors, and a school committee member were elected from each of eight wards.

They developed an alternative—the "Plan A" Charter. Under "Plan A," citizens elect a strong mayor, nine councilors, and six-person school committee, all at large. The election is nonpartisan. The significant feature of the charter is that it centralizes administrative responsibility in the mayor's office. The mayor appoints department heads and commission members; this permits him to implement his policies forcefully. The streamlined city council and school committee also work more effectively under the "Plan A" system.

Despite the defeat of the ward referendum, the "Plan A" charter is being reexamined. A committee of interested citizens is forming to consider the charter's effectiveness. Even if changes are not made, a periodic review of its political system serves Springfield well.

Joseph's Liquors

95 Chestnut Street
Downtown Springfield
737-8888

• • •
Fine Wines,
Liquor and Beer

Established 1898

BLODGETT'S

MUSIC STORE

FULL TIME COMPLETE
REPAIR SHOP FOR ALL
INSTRUMENTS ON
PREMISES

EVERYTHING MUSICAL
INSTRUMENT RENTALS
COMPLETE LINE OF
SHEET MUSIC

All Your Music Needs Under One Roof.
Dealers In All Major Brand Instruments.
All Instruments • Private Instruction

737-1147

203 Worthington Street • Springfield

JOSEPH P. MELL
PRESIDENT

ASTA

Weidner Travel, Inc.
131 Dwight St., Springfield, Mass. 01103
WT
Phone 781-0550
Everything in Travel

Ralph's PHARM-A-CITY
PRESCRIPTIONS
293 BRIDGE ST. DOWNTOWN
SPRINGFIELD

PLEASE CALL AHEAD
FOR YOUR
PRESCRIPTION
REFILLS

HOURS:

Monday & Thursday 9-9
Tuesday, Wednesday, Friday
& Saturday 9-6

PRESCRIPTION PHONE:
732-2481

MAIN FLOOR:
733-1125

Springfield, Massachusetts, is one of the oldest settlements in America. It was founded as a trading post by William Pynchon in 1636. Pynchon had moved west from Roxbury to tap the fur trade in the Connecticut River Valley. His outpost soon attracted settlers who established farms. When Springfield was incorporated as a town in 1641, it was named after its founder's birthplace in England. During King Philip's War in 1675, Indians swept the Valley, burning the town to the ground. Surviving residents resolved to maintain the settlement and rebuilt their homes.

Springfield grew slowly during the 18th century. West Springfield, across the river, outstripped it in population and wealth. Northampton became the seat of Hampshire County. The first national census in 1790 numbered only 1,574 people in Springfield.

Despite these indications of the town's decline, certain events of local and national significance occurred at the time of the Revolutionary War. In 1776, General Washington selected a prominent hill overlooking the settlement as the site for an arms depot. The new arsenal supplied arms for the victorious Colonial forces at the pivotal battle of Saratoga.

After the war, in 1786, Daniel Shays led 2000 disgruntled farmers and war veterans in an aborted attack on the arsenal in an attempt to redress financial grievances. Shays Rebellion was suppressed, but it demonstrated the weak central government's difficulty in maintaining civil order. The following year, advocates of a strong central government replaced the Articles of Confederation with the Constitution.

Congress declared the arsenal (after West Springfield farmers refused the opportunity to obtain the facility) a National Armory in 1794, setting the stage for Springfield's initial industrial development. The first U.S. Musket was manufactured the following year. The Springfield Armory would remain the primary design and production facility for the U.S. Army's small arms for 174 years. Although the Armory was Springfield's industrial pacesetter, saw, flour, and grist mills developed along the Connecticut and Mill

Rivers, giving the town a strong industrial character.

Springfield regained some political stature when it became the seat of newly-formed Hampden County in 1812. Main Street merchants, to maintain their preeminence over the growing settlement around the Armory, donated a parcel of land adjacent to the First Church for the county courthouse. This act fixed Court Square as the governmental center of Springfield.

Becoming a City

Springfield was the fastest growing city in Western Massachusetts during the first half of the 19th century. Its population grew from 3,914 to 1820 to 11,766 in 1850. Although its growth rate was modest compared to that of New York, Philadelphia, or Boston, Springfield nonetheless participated in America's first age of urbanization.

Springfield's ascendancy can be attributed to its position as an important transportation

From Trading Post to Metropolitan Center SPRINGFIELD, 1636 ~ 1978



COURTESY SPRINGFIELD PUBLIC LIBRARY

GILMORE OPERA HOUSE, MAIN STREET, 1857

COLONIAL ELY TAVERN, AS SEEN IN 19TH CENTURY



COURTESY SPRINGFIELD PUBLIC LIBRARY

WILLIAM PYNCHON, FOUNDER OF SPRINGFIELD



COURTESY SPRINGFIELD PUBLIC LIBRARY

VIEW OF MAIN STREET AT COURT SQUARE, 1880's



center. It had traditionally been the crossroads of New England. Springfield was connected to the east and west with good roads, and its covered bridge over the Connecticut had been standing since 1816. In 1839, builders of a railroad from Boston to Albany chose Springfield over Hartford and Northampton for a stop along the route. It soon became the hub for rail lines up and down the Connecticut River Valley. Mills, shops, and factories proliferated. Springfield became the commercial and industrial center of the region with over 120 manufacturing plants in operation in 1835.

Springfield was faced with problems brought on by its growth. The outlying sections of the town felt that they had separate and distinct interests. The industrial settlement of Cabotville broke off from Springfield in 1848 and became incorporated as the town

of Chicopee. The isolated villages of Indian Orchard and Sixteen Acres had identities and needs of their own, but remained part of the city.

Social tensions were also developing. The arrival of Irish immigrants ended forever the community's ethnic homogeneity. The Irish and later immigrants faced difficulties in obtaining jobs and being socially accepted by the established community.

Springfield realized that its form of government, the town meeting, was no longer effective. It had worked well for a small New England town for two hundred years, but was incapable of governing a growing commercial center. So Springfield was chartered as a city in 1852 and established a municipal government with a mayor, a board of aldermen, and a common council.

The Civil War Boom

These changes hardly prepared anyone for the economic boom which occurred during the Civil War. When the arsenal at Harper's Ferry fell to the Confederacy, the Springfield Armory became the primary supplier of small arms for the Union Army. Private factories in Springfield received orders for ammunition, uniforms, swords, and other equipment. Smith & Wesson was awarded a large federal contract to manufacture pistols. Employment at the Armory alone leaped from 200 to 2,600. Springfield was the fastest growing city in the state.

Prosperity changed the face of the city during the Civil War and the following decade. Large masonry buildings replaced the wood frame structures on Main Street. Banks competed with each other by building ever more impressive edifices. In the decade after the war, 12 new masonry churches were built, including the Church of the Unity, the first commission of one of America's greatest architects, Henry Hobson Richardson. Richardson also designed the Hampden County Courthouse, the city's most impressive building in the late 1800's. Springfield built a Gothic-style public library on State Street and several new schools. The city also obtained the latest urban services during these years—a central water supply, a sewer system, horsecar lines, a steam fire engine, and

macadam-paved streets.

The increase in population from 15,299 in 1860 to 31,053 in 1875 caused Springfield to spread out. Until the Civil War, only the present Downtown, Armory Hill, and South End were included within the main settlement.

In the boom era of the 1860's and 1870's, residential neighborhoods opened up in the North End, Brightwood, and Winchester Square. Downtown became primarily a business and industrial area. Homes were torn down and replaced with stores, offices, and factories. A large fire in 1875 (four years after Chicago's Great Fire) cleared several blocks for commercial construction. Horsecar lines, which began operating in 1870, permitted the expansion of the city so workers did not have to live within easy walking distance of their place of employment.

During the latter decades of the 19th century, Springfield became a national center for highly-skilled industry. Its diversified products—rifles, railroad cars, games, skates, organs, lawnmowers, textiles, tools, bicycles, beer—guaranteed a stable economy. (See *The State, The Nation*.) By 1900, over 500 manufacturing plants were in operation, about 10% of those in the entire state.

The nation's auto industry began in Springfield when two bicycle builders, Charles and Frank Duryea, built the first American car in 1893. Two years later, Springfield's prestige grew when Frank won America's first motor race in Chicago. The following year, thirteen vehicles rolled off the Duryea assembly line. By 1900, Atlas, Bailey, and Knox cars were also being made in Springfield. Until Henry Ford began his mass-scale operations in Detroit a decade later, Springfield was the national leader in automobile manufacture and design. This city's reputation for car manufacture persisted into the 1920's, when Rolls-Royce located its only American plant here.

Another Springfield invention was the motorcycle. International bicycle champion George Hendee built the first gasoline-powered motorcycle here in 1902. His company became a big business which employed hundreds producing Indian Motorcycles at the massive Winchester Square plant.

Not all significant developments in Spring-



DEACON SAMUEL CHAPIN, BY SAINT GAUDENS, IN MERRICK PARK

POLAK/RADNER

DURYEY AUTO, THE FIRST IN AMERICA



CRAFTSMEN AT WORK IN THE SPRINGFIELD ARMORY



COURTESY SPRINGFIELD PUBLIC LIBRARY

field pertained to industry. *Good Housekeeping Magazine*, the leading voice for home economics and an improved social role for women, was published here from 1883 to 1911. Adult education was pioneered in the city. Between 1896 and 1905, the school system introduced the nation's first general science and music appreciation courses. The game of basketball was invented by James Naismith at the International YMCA College (now Springfield College) in 1891.

The "Golden Age"

The era following the turn of the century was regarded by many as a "golden age" for Springfield. Business flourished and the population doubled from 62,059 in 1900 to 129,614 in 1920.

Springfield's civic pride was demonstrated by the imposing nature of its public institutions—its stunning City Library built in 1912, its new schools like Central High (now Classical), Technical High, and Chestnut Junior High, its museums at the Quadrangle, and the Springfield, Wesson, and Mercy Hospitals.

The Municipal Group best reflects the aspirations and confidence that pervaded Springfield in the early decades of this century. When the old city hall burned to the ground in 1905, the citizens determined to build a magnificent new structure. This was the age of the City Beautiful in America, and cities across the country were taking ambitious steps to improve their appearance. Historians rank Springfield's Municipal Group—the City Hall, Symphony Hall (formerly called the Municipal Auditorium), and the 300-foot high Campanile—as one of the great monuments of this age. The dedication in 1913 was an event of national importance, as former President William H. Taft spoke and Leopold Stokowski conducted a concert.

Springfield's confident spirit could also be seen in the handsome private buildings that were being erected between 1900 and 1920—the Massachusetts Mutual Life Insurance Company at 1200 Main Street, the Fire and Marine Insurance Company headquarters at State and Maple Streets (now the School Department's administration building), the Union Trust Bank, the Third National Bank, the Forbes and Wallace Department Store, and the Kimball Hotel. These buildings still form an important part of the city's architectural fabric.

The city had a growing park system. Court Square was officially dedicated in 1885. Stearns Square was built to the design of sculptor Augustus St. Gaudens and architect Stanford White in 1887. Merrick Park, which became the new home of Saint Gaudens "Puritan," was established in 1899. On the southern edge of the city, Forest Park had developed into a civic showpiece. Orrick H. Greenleaf gave the park its start in 1883 with a gift of 70 acres. Seven years later, ice-skate manufacturer Everett H. Barney filled out the preserve with a magnificent gift of his own. The grounds included handsome gardens, drives, and pavillions. Streetcars linked Forest Park to Downtown, making the park a popular place for Sunday outings.

Springfield continued to grow in the 1920's. Its population increased to 149,900 by 1930. New neighborhoods opened up in Atwater Park, Liberty Heights, East Springfield, For-

est Park, Winchester Square, and Pine Point. Indian Orchard, which had been virtually a separate settlement for a century with its own mills, stores, and churches, was expanding to meet the rest of the city.

The automobile and an extensive streetcar system permitted people to live farther from the central city. Businesses opened in or moved to areas outside Downtown. The Westinghouse and Rolls-Royce plants were in East Springfield. Fiberloid (now Monsanto) opened in Indian Orchard. Mass Mutual moved its headquarters to upper State Street in 1927. Diamond Match was situated in Forest Park. The Wason Car Works in Brightwood was joined by American Bosch, Van Norman, and Moore Drop Forge.

The national confidence pervading the 1920's ran strong in Springfield. New construction was omnipresent. Payrolls expanded. Profits grew. In 1923, the City adopted an ambitious Master Plan which adjusted street patterns to increasing car traffic, proposed zoning regulations to rationalize land use, and advocated new parks including one along the riverfront. The renowned urban planner Frederick Law Olmsted, Jr., was engaged to design a monumental series of open spaces stretching from the Quadrangle to the riverfront (these plans were not realized until 1977).

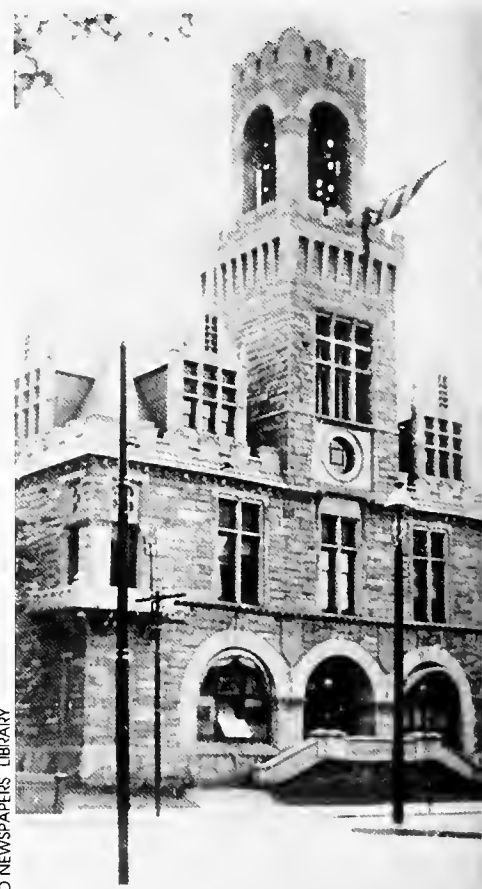
Decline Sets In

The Depression of the 1930's marked the beginning of a decline for Springfield. The whole nation suffered, but New England permanently lost its economic prominence. For the first time since the federal decennial census was taken, Springfield had a net population loss. Business profits plummeted. Building starts were negligible. Layoffs occurred in many industries. Nevertheless, Springfield, with its diverse industrial base, survived better than the many single-industry communities that dotted New England.

MAIN STREET, FROM THE ARCH, EARLY 1900's



COURTESY, SPRINGFIELD PUBLIC LIBRARY



SPRINGFIELD NEWSPAPERS LIBRARY

RICHARDSON COURTHOUSE, CIRCA 1900

World War II caused an abrupt turnaround in the city's economy. The Armory ran three shifts, employing more workers than it ever had in producing the Garand rifle. Large military contracts kept Smith & Wesson, Van Norman, Indian Motorcycle, and other companies doing record business. But the boom was temporary.

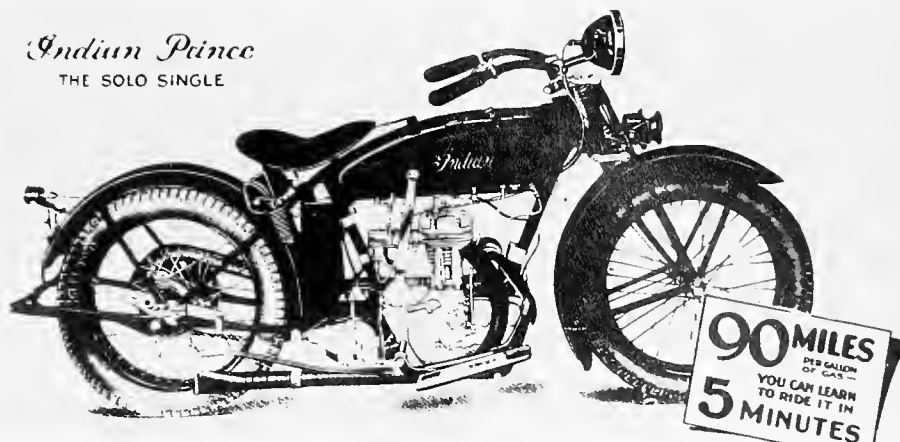
In the post-war years, Springfield worked to bring itself into the modern age. Population grew to a peak of 174,463 in 1960, but dropped off afterward. Most older Northern cities were confronting severe economic and social problems. People and businesses were moving to the suburbs, as well as the West and the South. A city that had been used to surging growth for over a century had to adopt lesser economic expectations.

Springfield's central city was in decline, as the automobile opened up housing developments in East Forest Park and Sixteen Acres, as well as in suburbs like Agawam, Longmeadow, East Longmeadow, and Wilbraham. Federal mortgage policy encouraged suburban development by making new home loans available at low interest rates. Large shopping centers, first in West Springfield, Longmeadow, and the Springfield Plaza and later at Eastfield Mall, Enfield, and Fairfield, were opening. Strip developments were sprawling along Boston Road and West Springfield's Riverdale Road. Springfield had become a large metropolitan area.

The metropolitan area grew, but Downtown was losing its importance. For 30 years, there had been virtually no new construction in the center city. Beyond the Arch, much of the North End had become a rundown slum. A City Master Plan, presented in 1955, made renewal the highest priority. By the 1960's, federal urban renewal programs were demolishing the North End. In short order, part of the city's landscape was transformed into the

Indian Prince

THE SOLO SINGLE



EARLY AD FOR INDIAN MOTOCYCLES, BUILT AT THE HENDEE MANUFACTURING COMPANY, WINCHESTER SQUARE



New North, an area of isolated buildings and large parking lots. The completion of I-91 and I-291 in the early 1970's reinforced these changes.

I-91 also remade the face of Downtown by replacing several blocks of buildings along Columbus Avenue and creating complex new traffic patterns. Beside the highway, the monolithic Baystate West complex, completed in 1971, altered Springfield's retail and office patterns. The Civic Center was built on Court Square to provide a modern facility for sports and entertainment Downtown. Many old buildings were demolished. Parking lots and new construction have filled some, but not all, of the vacant lots. Overall,

the attempt to renew Downtown achieved mixed results.

By the mid-1970's it became apparent to city leaders that Downtown's decline had to be reversed if the city and the surrounding region were to remain healthy. Revitalization became a popular cause. Ambitious plans have been made (they can be found in this magazine). The optimistic feel that Springfield will enter a new golden era, that it will once again become a lively, prosperous, cosmopolitan city.

Preservation in Downtown Springfield

Progress through preservation—that's the slogan in Springfield these days. Springfield has made great strides in preserving its historic and architectural heritage. So far six local historic districts have been established and seven districts are on the National Register of Historic Places. Additionally, the National Guard Armory, South Congregational Church, the Brigham's Building, and the Union Trust Building are listed individually on the National Register.

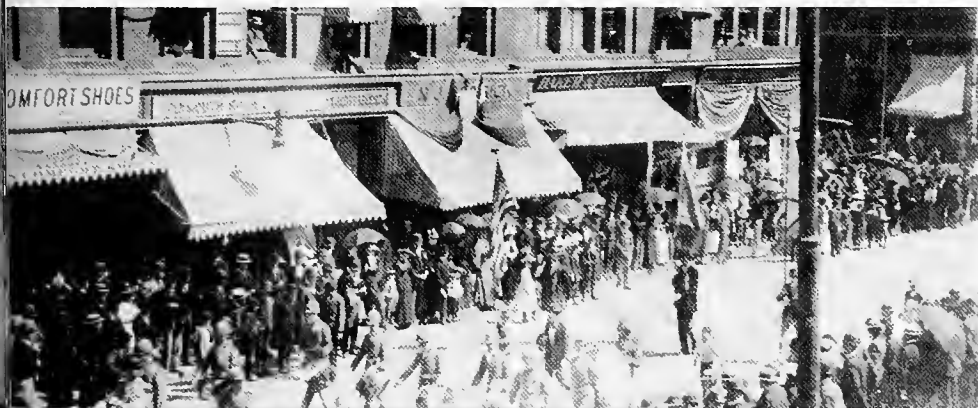
Entry on the National Register gives prestige to buildings and protection from federally-funded projects which could threaten them. Owners of commercial property in National Register districts are eligible to receive federal tax breaks which exist to promote private preservation efforts. Accelerated depreciation (60-month amortization) is allowed for buildings which have undergone certified rehabilitation work. If a Register

BUILDING THE ARCH, 1880'S



COURTESY SPRINGFIELD PUBLIC LIBRARY

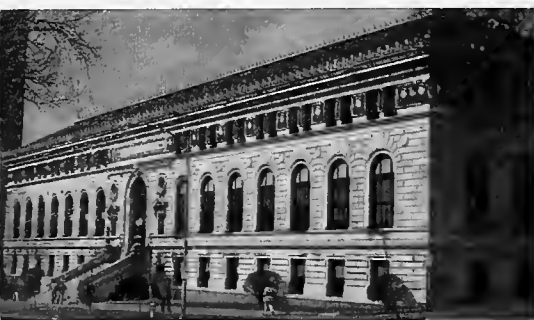
PARADE THROUGH TOWN, EARLY 1900'S



COURTESY SPRINGFIELD PUBLIC LIBRARY



HOME OF JOHN MANN INSURANCE COMPANY



SPRINGFIELD PUBLIC LIBRARY

POLAK/RADNER

POLAK/RADNER

HISTORY

building is demolished, the demolition cannot be written off as a tax loss. If a new building replaces the old one, no accelerated depreciation is allowed for the new construction.

Some buildings in the North Blocks may be eligible for inclusion on the National Register of Historic Places. This area contains the largest concentration of 19th-century commercial structures in Springfield. Architectural historian Russell Wright has admonished, "We should move quickly to preserve this heritage before it is lost forever."

Currently, the North Blocks is the most rundown, the most neglected part of Downtown. Yet it has many splendid buildings. The Worthy Hotel (1894) designed by E.C. Gardner, one of Springfield's leading architects, is distinguished by its intricate brickwork and terra-cotta detailing. The Kennedy Building (1870's) on Main Street, the Patton

Block (1870's) on Hampden Street, the Powers Block (1874-1875) on Lyman Street, and the Springfield Bicycle Club Building (1891) on Worthington Street are other notable buildings in the North Blocks. In the Stacy Building (1891) on Taylor Street, the Duryea brothers built the first American automobile. Stearns Square forms the heart of the North Blocks. The City is restoring the quiet park as part of its revitalization plan.

Vacant and underutilized office buildings, hotels, warehouses, and factories in the North Blocks offer Springfield an opportunity for the imaginative renovation and reuse that Boston has achieved in its Waterfront district and at Quincy Market. Ichabod's Restaurant on Worthington Street and the Metro Arts building on Hampden Street show what appealing and profitable uses old buildings can be put to.

ARCHITECTURAL STYLES

The face of Downtown Springfield today reflects the styles and tastes of the past 150 years. None of the early wood frame structures remain from Springfield's settlement days. However, the Federal-style First Church (1819) and the Byers Block (1835) survive from the early 19th century, a slow period in Springfield's growth.

Prosperity during the Civil War and the years following brought rapid growth and change Downtown as early wood buildings were replaced by three- and four-story masonry blocks. Victorian buildings like the Brigham and the Poli sprouted along Main Street.

Most building activity during the early 20th century shifted from

Main Street to surrounding areas. The City Hall complex and the Quadrangle buildings exemplify Springfield's pride during this period.

Little changed along Main Street between these years and the 1960's, the urban renewal years, when Baystate West and the Civic Center replaced a number of blighted older buildings.

Today Springfielders are taking a new look at their architectural heritage and are trying to preserve the past through innovative recycling and renovation of many fine older buildings that remain Downtown.

STYLE	TIME PERIOD	CHARACTERISTICS	MAJOR USE	LOCAL EXAMPLE	NATIONAL EXAMPLE
FEDERAL	1830-1845	SMALL WINDOWS/GABLE END FACES AWAY FROM STREET/BOXY/3-4 FLOORS	OFFICE	BYERS BLOCK 1835	NORTH BLDG OF QUINCY MARKET
ITALIANATE COMMERCIAL	1850-1880	PROJECTING, BRACKETED CORNICE/DECORATIVE BRICK WORK/WINDOW HOOD & SILL ORNAMENTS	OFFICE/HOTEL/STORES	BRIGHAM'S 1862	CAST IRON FRONT BLDGS. IN SOHO N.Y.
FRENCH 2ND EMPIRE	1860-1880	MANSARD, SLATE ROOF/DORMERS/BAYS/VERTICAL LINES	RES.	MATTOON STREET ROWHOUSES 1872	OLD BOSTON CITY HALL
ROMANESQUE	1880-1910	ARCHED OPENINGS/DECORATIVE BRICK, TERRA-COTTA, BROWNSTONE, GRANITE/HEAVILY TEXTURED WALLS/TOWERS	OFFICE/RES/PUBLIC BLDGS.	CHICOPEE BANK 1887	TRINITY CHURCH BOSTON
BEAUX ARTS	1895-1920	MONUMENTAL SCALE/MIXED CLASSICAL AND RENAISSANCE ORNAMENTATION/ELABORATE ENTRY	BANKS/CORPORATIONS/PUBLIC BLDGS	UNION TRUST 1907	GRAND CENTRAL STATION
RENAISSANCE REVIVAL	1895-1930	ORNATE CORNICE/LOW HIP ROOF/SMOOTH RUSTICATION/TALL, ARCHED WINDOWS	PUBLIC BLDGS	CITY LIBRARY 1909	BOSTON LIBRARY
CLASSICAL REVIVAL	1895-1930	ROWS OF COLUMNS/MONUMENTAL SCALE/PEDIMENTED/GREEK OR ROMAN FEATURES	PUBLIC BLDGS	CITY HALL 1911	LINCOLN MEMORIAL
EARLY 20TH CENTURY -COMMERCIAL -RESIDENTIAL	1910-1930 1910-1930	LARGE, SQUARE WINDOWS/SIMPLIFIED ORNAMENTATION-IF ANY/EXPRESSED STRUCTURE GRANITE OR BROWNSTONE 1ST FLR/ROUNDED BAYS/RED OR YELLOW BRICK/LARGE WINDOWS/HEAVY CORNICE	INDUSTRIAL & OFFICE BLDGS APT. BLOCKS	JOHNSON'S BOOKSTORE 1914 SPRING & PEARL APTS. 1910	CARSON PIRIE SCOTT DEPT. STORE, CHICAGO
ART DECO/MODERNE	1925-1950	GEOMETRIC ORNAMENTATION/CURVED SURFACES/SMOOTH SURFACES/ANGLED WALLS/STEPPED TOWERS	BANKS/STORES/OFFICE BLDGS	SHAWMUT BANK 1932	ROCKEFELLER CENTER
MID 20TH CENTURY MODERN	1940-1965	STEEL, GLASS, METAL PANELS/BRIGHT COLORS/LARGE LETTERING/COMMERCIAL LOOK	BANKS/STORES/OFFICE BLDGS	UNION FEDERAL 1959	MCDONALD'S GOLDEN ARCHES
POST INTERNATIONAL	1960-	LARGE SCALE-SIMPLE FORMS/NO ORNAMENT/CONCRETE & BRICK WITH EXTENSIVE FIXED GLASS	PUBLIC BLDGS/BLDG COMPLEXES	HALL OF JUSTICE 1976	BOSTON CITY HALL
MID 20TH CENTURY REVIVALS	1940-	GEORGIAN, COLONIAL DETAILING/RUSTIC CEDAR SHAKE LOOK/OTHER PAST STYLES	BANKS/COMMERCIAL BLDGS	FREEDOM FEDERAL 1964	MASS. MUTUAL SPFLD

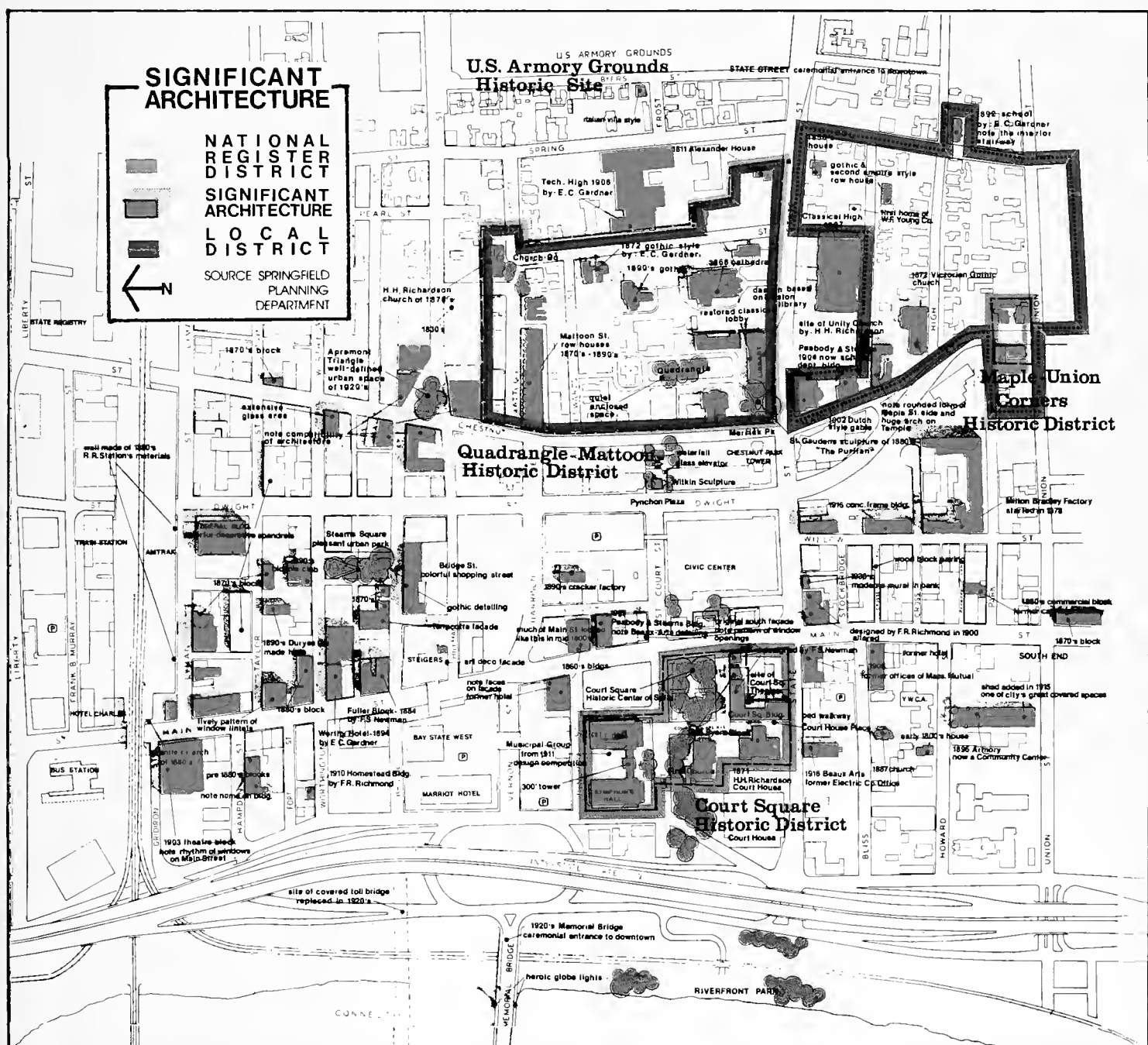
Through private initiative and public commitment in Downtown Springfield, preservation is making progress.



OFFICE BUILDING ON STATE STREET



SOUTH CONGREGATIONAL CHURCH



Why Downtown Must Come Back

Others can write or talk of downtowns in general, of think tank urban strategies. Maybe it's safer that way. It's always comfortable to generalize. Frankly, I get bored and, yes, suspicious of the practicability of abstract plans and strategies. Therefore, let's deal with Springfield's problems and achievable goals, not urban introspection and platitudes.

What is Downtown? Depending on whom you're talking to, the boundary fluctuates on the south from State Street to Union Street and on the north from the Arch to Route 291. To the east it is the Armory, and on the west it is the unchanging boundary of the river, our Connecticut.

The Downtown landscape as we have seen it in recent years is a decaying collection of buildings located in a littered, relatively sleazy environment. It betrays all

too vividly that somehow civic pride and achievement, courage, and confidence have been lacking in the people of this community and in their leaders. The readiness of all of us to accept these conditions belies the messages of self-congratulation that we have bestowed in regular doses upon a slipping city and its leaders for too long a time.

Somehow we have lost civic pride and identity. We have long forgotten our riverbanks. We have neglected our old buildings, many of which are architectural treasures. We have ignored our cultural assets. We have forgotten how stimulating and enjoyable city life—life in Springfield—can be.

The Downtown we hope to see is a different place with a different flavor, a different environment. It is an area with strong and varied stores, large and small. It is the center of government in this Valley. Federal

and state office and court complexes join the headquarters of the city and the county. It is the place where people of all races and economic classes can and will live in harmony and mutual respect. It is the repository of our culture and the performing arts. It is the location for great public events, installations, parades, circuses, conventions, sports. It is the area where restaurants of all sizes cater to customers of all shapes. It is the place to stroll, to gawk, to sit, to kibitz, to entertain and be entertained, all as part of the passing parade. This vibrant scene involving hundreds of thousands of different personalities in our new Downtown is an attainable goal.

Why is this important? The question almost answers itself. Springfield's Downtown is the center of the largest city in Western Massachusetts. If it is decayed, it

People Are What the City



TIME for SPRINGFIELD ESSAY

indicates to one and all that we are either blind to the decay or even worse, that we don't care. We either are too lazy or too impotent to rid ourselves of it. Every day, the condition of Springfield's Downtown makes a statement to all who see it that the people of the entire region lack ambition, perception, and ability. Conversely, revitalization will also be a statement to all. It will shout in clarion tones that Springfield and its citizens are alive and well, that the long sleep is over. The region will once again look to Springfield for ideas, energy, and leadership.

Many people in Greater Springfield, including some of those who occupy leadership positions, long ago accepted mediocrity as the best Springfield could achieve. Springfield's inferiority complex became ingrained in the neighborhoods of our city and in the suburbs. The naysayers and the thumb-twiddlers could point to our declining Downtown as Exhibit A, bearing out their self-fulfilling prophecies of non-achievement.

Now, however, something new and powerful is happening. The people and the leaders seem to be awakening at the same time to the realization that Downtown can

be better, much better. Working together as a team we can revive Springfield. We are experiencing a unique moment in the life of our city. Today more than at any other time, all the elements for constructive, surging growth are in place. People understand the need for revitalization and have committed themselves to make it happen. The psychological and economic effects of this rebirth are too enormous to be calculated.

Even with all of the resources being employed to revive Springfield, the effort is by no means assured of success. Will we falter? Will the leaders become frightened by the size of the total commitment to be made by the institutions and businesses they represent? Will the citizenry decide that the struggle has been interesting to watch, but the achievements are not worthy of their patronage? Will we commit economic suicide by continuing to believe that life can only be carried on adjacent to a vast area of macadam offering free parking for 7000 cars? I hope that the answers to these questions are a resounding NO.

In rediscovering our Downtown, we will rediscover ourselves in a way that has not happened in modern society. We all have common roots in this community. The com-

monality is our Main Street, our Court Square, our Riverfront, our Campanile, our Quadrangle. Downtown is our common turf. This is the place where we come together and share experiences regardless of our color, our wealth, or lack of it, our religion, or our age. We know that no matter how many differences distinguish us, we can all feel a common enthusiasm and shared pride for our Downtown. We must recognize that it is the heart of our city. We must embrace its special qualities—diversity, drama, unexpectedness, cosmopolitanism. A city is where people come together, where creativity is spawned, where life is most stimulating. We must make our center a place where these things can happen. It must be clean and attractive, with a pace that is vital.

The time to do it is now. We must do it with quality and with a sense of excitement and enthusiasm. Above all, this process gives us pride in the accomplishment and fun in the doing. Our Downtown's revitalization is essentially an act of faith in this community and in ourselves.

—The Spectator

PHOTO ESSAY

of Springfield Is All About







ENTRY TO KENNEDY-POLI BLOCK AND ARCHITECT'S PROPOSAL FOR RENOVATION

ENVIRONMENT

COVER STORY

The New Downtown

If Downtown Springfield is to be revitalized, it must be treated as a total environment. The plans must recognize that a city is a fragile, interdependent entity. All elements—people, businesses, the built-landscape, open spaces—interact to achieve a particular condition of vitality or decay.

The balance is constantly changing. A new highway can quickly destroy an established neighborhood, with its landmarks, associations, and ties of loyalty. A new high-rise office tower can drain surrounding office buildings of their tenants. Deteriorating buildings can drive away businessmen and customers. Springfield has witnessed such events and its pride and prosperity have suffered.

A Master Plan has been drafted by the City Planning Department, Springfield Central, and architects Anderson Notter Finegold Inc., to deal with the problems facing Downtown Springfield. It approaches Downtown as a complex environment in which many factors are at work.

The Master Plan recommends developments on many blocks, streets, and open spaces Downtown. (See Master Plan map and key on pages 34-35 for the complete set of recommendations for Downtown revitalization.) Designs and land uses must be coordinated so that Downtown's environment will be as attractive and active as possible. The Master Plan recognizes that simultaneous attention must be paid to rehabilitating vacant and deteriorated buildings, to developing empty parcels of land, and to upgrading the appearance of the streets and park areas. The plans also make sure that Downtown is used for the widest range of functions—stores, offices, residences, entertainment, cultural, and

educational activities—to make it a vital and cosmopolitan center for the region.

In revitalization, Springfield is not starting from scratch. Over the last 15 years, the city has been trying to reverse Downtown's decline. The shopping/office/hotel/parking complex at Baystate West, the Civic Center, and the Hall of Justice have been positive steps in that direction. North of the Arch, the Springfield Redevelopment Authority (SRA) has replaced a blighted slum with the light industry, offices, and housing of the New North. Chestnut Park, opened in 1975, has provided new housing between Dwight and Chestnut Streets. Some people have been disappointed that these projects have been unable to turn the city around, but they forget that revitalization is a continuing process. Now we are headed into the most intensive phase of the effort.

New Development Projects

Parcel 3, at the corner of Main Street and Harrison Avenue, is the most valuable site for retail and office space in the city, yet it remains empty in the wake of Mondev's failure to develop the site. The Springfield Institution for Savings, whose home is located on the same block, has expressed interest in undertaking a project on Parcel 3. The complex would include an office tower, a shopping gallery, a parking garage, and perhaps a hotel or a department store.

Parcel 5, which is known euphemistically as the "City Hole," has been a conspicuous gap on Main Street. On the positive side, it has opened up a dramatic view of the Municipal Group. Planners recommend that a new building be erected on Parcel 5, but that some of the site be saved for open public space. An office/shopping complex across Main Street from the planned Main Market Plaza would benefit immensely from the neighboring activity. If a hotel were built

on Parcel 5, it would be convenient to the Civic Center for conventioners. A plaza or gardens next to the new building at the corner of Main and Court Streets would make an attractive extension of Court Square and keep the view of City Hall open from Main Street.

The new Federal Building will be sited on the lot bounded by East Columbus Avenue, Main, Bridge, and Worthington Streets. Work on the complex, which will include limited retail space and parking facilities, will get underway by the end of the year. The new edifice will be an imposing addition to the Downtown landscape, and the activity that it will generate should have an economic spinoff effect on the surrounding blocks.

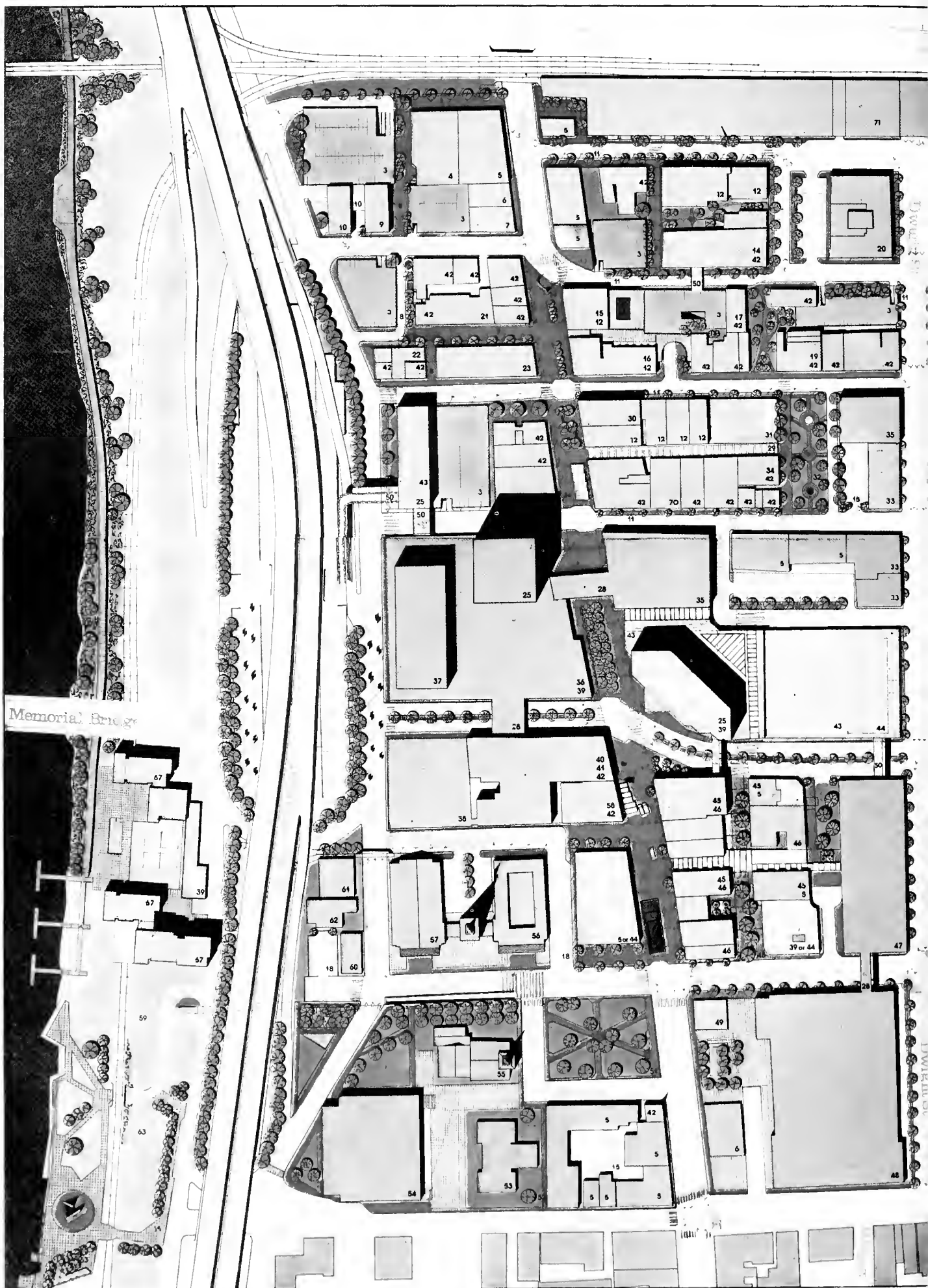
Rehabilitating Empty Buildings

Planners have adopted the philosophy that all existing buildings should be put to use. They believe that vacant and outmoded buildings can be renovated for new functions. Renovation would be sound from both an architectural and an economic standpoint. In this age of scarce resources, it makes sense to recycle what we already have. Rehabilitating old buildings would also preserve Springfield's architectural heritage.

The three empty buildings on Main Street between Harrison Avenue and East Court Street—the Brigham's Building, the old Union Trust Bank Building, and the Peerless Building—are among Downtown's most distressing vacancies. They threaten the health of the existing businesses on the block. By not using these buildings, we are wasting two architectural treasures. (Brigham's and the old Union Trust Bank are on the National Register of Historic Places.)

Architects Anderson Notter Finegold Inc. have offered plans to turn the seven buildings on Main Street from the Third National Bank to the Community Savings Bank and four buildings behind them on Market Street into a shopping/office complex named Main Market Plaza. (See story in Economy and Business.) The seven buildings on Main Street will be connected on the first two

Continued on p. 36





PROPOSED REHABILITATION PROPOSED NEW CONSTRUCTION

1. Railroad Arch
 2. Landscaped Pedestrian Street
 3. Two-level Parking
 4. Paramount Theatre
 5. Commercial with Office Above
 6. Bank
 7. Bank Expansion
 8. Landscaped Pedestrian Walkway
 9. Metro Arts
 10. Channel 57
 11. Pedestrian Improvements
 12. Commercial with Housing Above
 13. Demo Building;
Realign Hampden/Taylor
 14. Riker Block
 15. Kennedy Building
 16. Poli Building
 17. Stacy Building
 18. On-grade Parking
 19. Bicycle Club
 20. Post Office/Public Building
 21. The Fort Restaurant
 22. Ichabod's Restaurant
 23. Social Security Building;
Commercial on 1st Floor
 24. Main Street Transit Mall
 25. Office Tower
 26. Parking Below
 27. Courtyard
 28. Pedestrian Bridge
 29. Pedestrian Shopping Mall
 30. Worthy Hotel
 31. Commercial and Parking
Recreation on Roof
 32. Stearns Square
 33. New England Telephone
 34. Salvation Army
 35. Steiger's
 36. Baystate West
 37. Hotel
 38. Parking Garage
 39. Commercial on 1st & 2nd Floors
 40. Forbes and Wallace
 41. Commercial on Top Floor
 42. Retail with Housing
or Office Above
 43. Department Store or
Shopping Arcade
 44. Possible Hotel Site
 45. Main Market Plaza
 46. Commercial on 1st & 2nd Floors;
Office Above
 47. Civic Center Garage
 48. Civic Center
 49. Bus Shelter
 50. Possible Pedestrian Bridge
 51. Court Square
 52. Court House Walk
 53. Old Court House
 54. New Court House
 55. Old First Church
 56. City Hall
 57. Symphony Hall
 58. Haynes Hotel
 59. Possible Pedestrian
Way to Riverfront
 60. Veterans Memorial Tourist Center
 61. City Hall Annex
 62. Heating Plant
 63. Riverfront Park
 64. Marina
 65. Pedestrian Esplanade
 66. Jet D'eau
 67. Housing Towers
 68. Pynchon Plaza
 69. Post Office Alley
 70. Institutional
 71. Union Station
- This plan was prepared by consultants from Anderson Notter Finegold Inc. with Alan M. Voorhees, Inc., in conjunction with Springfield Central, Inc., and the Springfield Planning Department. As a strategy to revitalizing Downtown Springfield, the plan is geared toward the stimulation of private development through an extensive program of public improvements.

DOWNTOWN SPRINGFIELD REVITALIZATION PLAN

PREPARED BY:

Springfield Central, Inc.

**Springfield Planning
Department**

**Anderson Notter
Finegold Inc.**

Architects

Alan M. Voorhees, Inc.

Transportation Planners

FOR

**The Springfield
Planning Board**

ADOPTION OF MASTER PLAN

The Master Plan for Downtown outlined by this map is the official planning document of the City of Springfield. This plan is an update of the Downtown Development Plan of 1970, entitled Initiative "80". Originally drawn up by the City Planning Department in 1970, it was revised in 1977.

This Master Plan was first unveiled at a meeting of the City Council on January 30, 1978. Commissioner of Community Development Stephen H. Pitkin and Springfield Central President Charles V. Ryan explained the Master Plan to the City Council and a large crowd of interested citizens. The Master Plan was extensively reported in the media after this meeting.

On February 22, 1978, the Springfield Planning Board held a public hearing to receive suggestions and criticisms on the Master Plan. The Springfield Union reported that it "met with unanimous praise," as person after person testified in the plan's favor. On March 1, 1978, the Planning Board officially adopted the Downtown Master Plan as it is presented here.

The Master Plan has been drafted to set general goals and priorities for Downtown revitalization. It has established guidelines, not fixed courses of action. As projects are developed, situations will change and properties may be put to different uses than those suggested here. Specific recommendations may be modified or even dropped entirely. The important thing is that the spirit of the Master Plan—creating a vital and attractive Downtown environment—will be carried out.

floors. Small shops and vending carts will line the walkways. Townsley Avenue, the alley between Brigham's and the Union Trust Bank, will be covered for all-weather use, and Market Street, at the rear of these buildings, will be malled for exclusive pedestrian use. Small stores will open on the alley from the side of the Brigham's Building. Restaurants and shops will border the pedestrian mall on Market Street. The upper floors of the Main Market Plaza buildings will be used for offices. Main Market Plaza will be a one-of-a-kind environment for shopping and entertainment.

Across Main Street, the empty Forbes & Wallace Building stands as a reminder of Downtown's woes. When the store closed in 1976, the busiest corner on Main Street became the deadest. The demise of Springfield's largest and oldest department store dealt the city a severe economic and psychological blow. It became apparent that this building would have to be filled with activity for Downtown to be revived. Massachusetts Mutual is interested in using the third through eighth floors for office space, bringing hundreds of new workers Downtown. The Outlet Company of Providence, which operates The Edward Malley department store in New Haven, has inquired about using the first two floors and the basement for a quality department store, which would be connected with Baystate West by the Vernon Street airwalk.

Snuggled next to the Forbes & Wallace Building on Main Street is the old Haynes Hotel (also called the Waters Building). A century ago, the Haynes Hotel was Springfield's leading hotel, but for decades its upper floors have been abandoned. Only the ground-level stores have been used. Last year, architect Tim Anderson was commissioned to determine whether the Haynes Hotel could be recycled for a new use. Discovering sound construction, craftsman-like detail, and a long-forgotten interior courtyard, Anderson recognized that the building would be perfect for high-quality apartments. (The ground floor would still house shops and restaurants.)

With the growing need for new apartment units in the Springfield area and the feasibility of rehabilitating old buildings, it makes much sense to convert unused structures like the Haynes Hotel into housing units. Bringing new residents Downtown would inject needed life after 6 PM. The round-the-clock presence of people would make nighttime visitors to the area feel safer.

The North Blocks

No part of Downtown is in need of revitalization more than the North Blocks (the area from Bridge Street to the railroad tracks on Lyman Street). Empty storefronts and long-neglected lofts create a depressing atmosphere. Disreputable bars scare people away from Worthington, Taylor, and Lyman Streets. The public cries for beefed up security.

Planners feel the best way to revitalize the North Blocks is to bring new activity to the old buildings. Some say tear the decaying office buildings and warehouses down and start from scratch. Springfield Central's ar-

chitects counter that these structures are not only sound, they form a priceless piece of Springfield's heritage. Experienced developers say that the North Blocks buildings can be recycled to serve useful and profitable purposes. Abandoned warehouses and factories on Boston's Waterfront and in New York's SoHo district have been turned into some of the most sought-after apartments and widely patronized restaurants in those cities.

The North Blocks revival has already begun. Ichabod's Restaurant has opened in an old storefront on Worthington Street. Next door, the Arbor is refurbishing the second floor to become a clam bar and creperie. Metro Arts has adapted a vacant commercial building on Hampden Street for several uses—a boutique, an arts gallery, a hair salon, and a t-shirt factory. Next door, Channel 57 is converting the Chatfield Paper building into studios and offices. The Security National Bank is renovating and expanding into the building at the corner of Main and Hampden Streets. But there are many North Blocks buildings that are still empty and decrepit.

The most distressing eyesore in the North Blocks is the Poli-Kennedy Block on Main Street between Worthington and Taylor. Architect Tim Anderson has recommended that these buildings be converted into about 90 housing units. Recently, Carabetta Enterprises, an experienced development firm which successfully rehabilitated the Northern Heights row houses on Central Street, agreed to undertake this project as part of a large-scale North Blocks rehabilitation effort. Carabetta will also create over 100 apartment units in empty commercial property on Taylor and Lyman Street.

Shops will fill the ground level of these blocks. An enclosed swimming pool would be on the roof of the Poli-Kennedy Building. A two-level parking deck on Worthington Street will provide the residents with parking. The Carabetta rehabilitation project is one of the key steps in revitalization. It will create a thriving middle-class residential section in what is now the most decayed part of Downtown.

For the Poli-Kennedy apartments to be successful, the housing in the Worthy Hotel across the street will also have to be rehabilitated. The City may obtain the Worthy Hotel for housing for the elderly and completely renovate the structure, creating approximately 100 apartment units. The ground floor would still be used for retail stores.

Springfield Central planners believe that several more neglected buildings in the North Blocks can be recycled into attractive apartment units. Loft apartments, with all their potential for unusual furnishing and layout, could be arranged in the empty warehouses and office buildings. Their interiors would challenge the most creative and freewheeling decorators.

Union Station, the empty shell on the northern edge of the North Blocks, is a prime candidate for reuse. An Amtrak waiting room takes up a small area on the Lyman Street side, but the rest of the monumental terminal is empty (the Amtrak station is slated to relocate to new quarters). As the

North Blocks revive, Union Station could be imaginatively converted into a number of uses. Proposals have been made to turn the railroad station into a shopping-entertainment complex, a transportation museum, corporate offices, an automobile showroom, and an athletic club. The top of the railroad embankment could be used for tennis courts and other recreational facilities for neighborhood residents. When the Union Station is rehabilitated, it would create a golden opportunity for refurbishing the adjacent Hotel Charles on Main Street.

The old Post Office on Dwight Street will soon be empty when the federal offices move into the new Federal Building. Cultural organizations have discussed turning this striking building into a community arts center. Another proposal has been made to move the School Department headquarters, which is currently located in cramped quarters on State Street, to the larger building on Dwight Street.

A building with as much untapped potential as any Downtown is the neglected Paramount Theater. Many city natives have forgotten the extravagant interior and the mammoth stage. Dust has gathered on the seats, but the theater is otherwise in excellent condition. A surprisingly small amount of money could refurbish the theater to its former glory. The Springfield Symphony Orchestra will be playing concerts there during the upcoming season while Symphony Hall is being remodelled. Several promoters have indicated interest in putting on a series of popular concerts and live presentations. A new two-level parking deck will be built at the rear of the theater on East Columbus Avenue, and a new entrance to the building will be opened adjacent to the parking deck. Gridiron Street, running parallel to the railroad embankment, will be closed to traffic and landscaped to form an "outdoor lobby" for the theater.

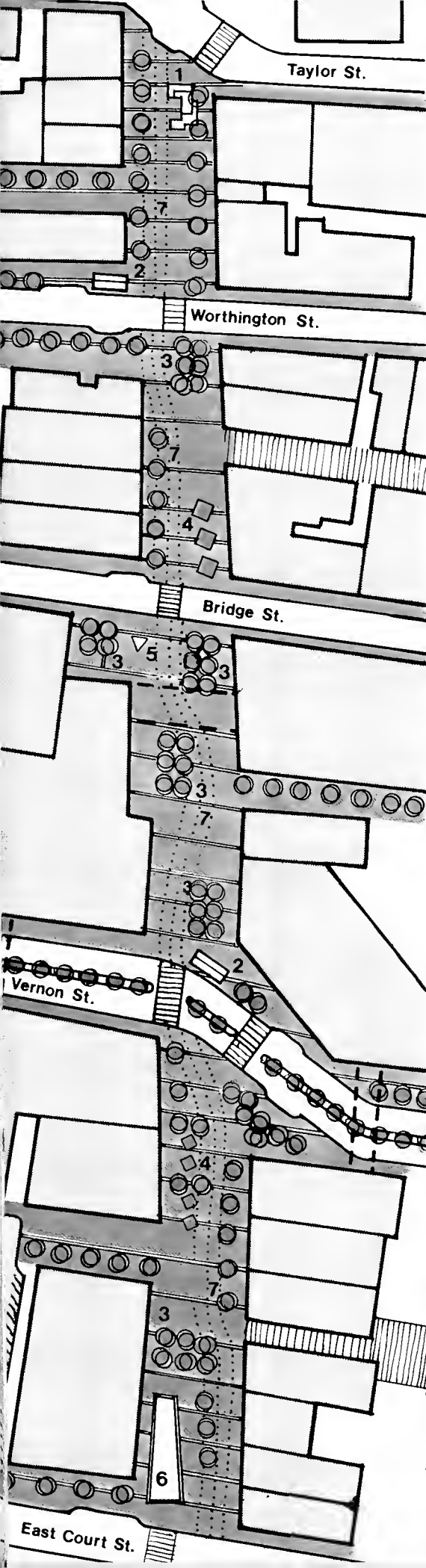
The Paramount Building also has 30,000 square feet of unused office space. It is in good shape right now, so a minimal investment for modernization could turn it into professional or company offices. The old Terminal Building across the street at the corner of Lyman could also be rehabilitated as office space, complementing the Paramount Building offices.

Beautifying the Streetscape

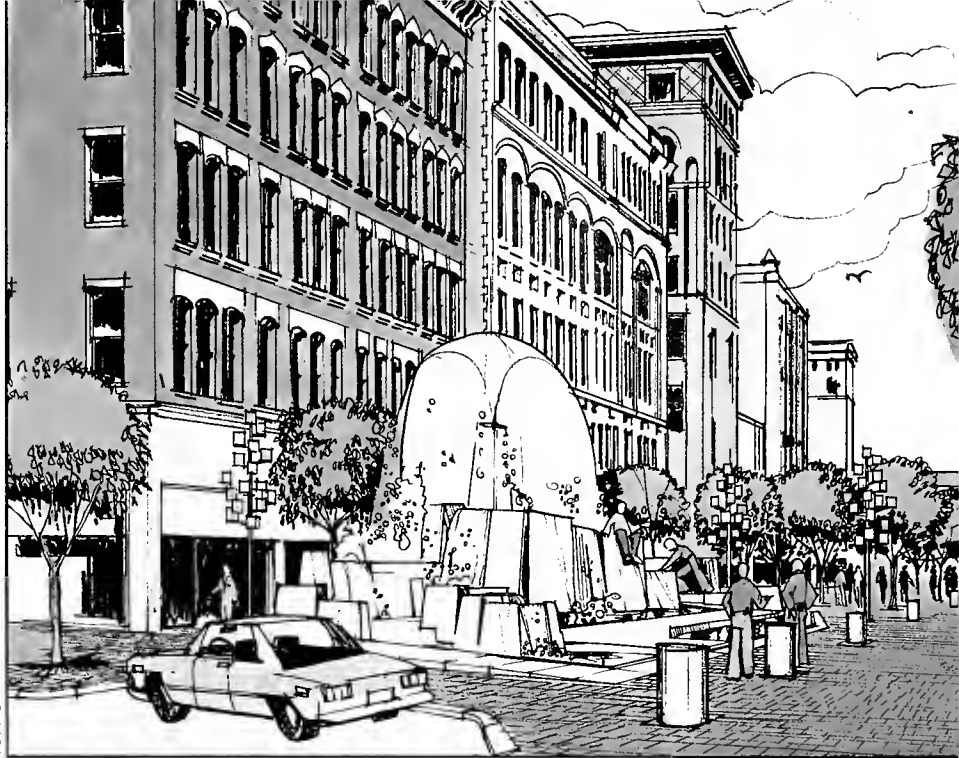
Downtown's businesses and activities would thrive all the more if the sidewalks, streets, and parks were beautified. Downtown would gain vitality if it were made more appealing to the pedestrian. Restricting cars from Main Street and constructing special walkways through city blocks will make Downtown into an extensive shopping mall. Regional enclosed malls have been commercial successes. They are thronged by strollers, shoppers, and people meeting each other. By making Downtown Springfield a safer, more pleasant place for pedestrians it would become a far greater attraction than any mall, since the sheer variety of its activities is so much greater.

The way to bring the active, clean, and secure atmosphere of the shopping mall to Downtown is to create a pedestrian mall on

Continued on p. 42



ANTHONY C. PLATT



SKETCH OF PROPOSED MAIN STREET MALL

PLAN KEY

1. FOUNTAIN
2. BUS SHELTER
3. TREE "CANOPY"
4. VENDORS
5. KIOSK
6. POOL
7. BUS LANE

MAIN STREET PEDESTRIAN/TRANSIT MALL

Main Street Mall will be a focus for retail activity in Downtown Springfield. Main Street will be closed for four blocks and turned into a mall. It promises to be a real pedestrian-pleaser.

Main Street will sparkle, with new paving, lighting, and landscaping. Fountains and sculptures will highlight each block, and vendors, street actors, and musicians will enliven the street scene.

Fronting the Mall, dozens of new shops in some of Springfield's most beautiful older buildings will give suburban malls a run for their money. These shops will be developed concurrently with the Mall.

Access to the Mall will be convenient and easy. East-west streets intersecting Main Street will remain open to traffic and drop-off points will provide easy access for passengers. While the Mall will be a predominantly pedestrian place, with no private vehicles, it will accommodate buses along its full length. This type of transit mall has had tremendous success in Minneapolis. In Springfield, both the Ten Centre and local buses presently routed on Main Street will run along a special bus lane and will continue to drop off and pick up passengers at several points along Main Street.

MAIN STREET TODAY, WITH KENNEDY-POLI BLOCK IN FOREGROUND



POLAK/RADNER

CYNTHIA O. HOWARD



SIDE STREET SHOWING PROPOSED PUBLIC IMPROVEMENTS

ANTHONY C. PLATT



BRIDGE STREET TODAY

POLAK/RADNER

PEDESTRIAN IMPROVEMENTS

The creation of beautiful pedestrian places in Downtown Springfield will not stop on Main Street. The Downtown Master Plan includes an extensive program of public improvements throughout the entire area.

Existing streets and sidewalks are sorely in need of beautification. Pedestrian amenities are missing, paving is in poor condition, lighting is scaled for automobiles. New sidewalks will be a pleasure to walk along, an encouragement to shoppers and strollers.

Wherever possible, sidewalks will be widened along one side of the street to provide a generous walking area. Walking surfaces will be repaved with high-quality paving materials and new paved crosswalks will be installed. New trees, benches, low-level lighting, trash receptacles, kiosks, and signs will be in place. High-quality materials will be used throughout.

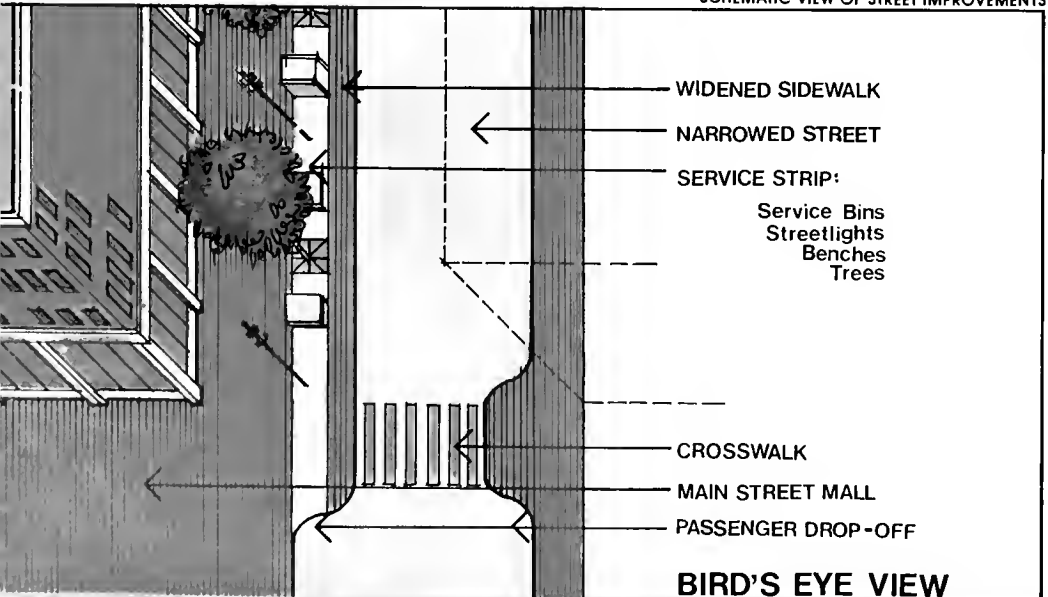
The sketch and bird's-eye view on this page illustrate this treatment. The City has already committed Community Development funds to do such design improvements on Bridge and Worthington Streets.

The system of public improvements will extend not only along public sidewalks but also along a number of exclusively pedestrian streets. In conjunction with the revitalization of adjacent buildings, several one-block side streets and alleys will be closed and walkways created. These pedestrian streets will form a system connecting parking areas, side streets, and the Main Street Mall.

With the public improvements proposed, pedestrians will find inviting, exciting walks instead of the dark alleys and rundown side streets they find today. Each walk will be beautified to complement the new uses in adjacent buildings.

The sketch and plan of Fort Street opposite illustrate one possible treatment for a pedestrian street fronted by retailers.

SCHEMATIC VIEW OF STREET IMPROVEMENTS



MIMI VITA

WIDENED SIDEWALK

NARROWED STREET

SERVICE STRIP:

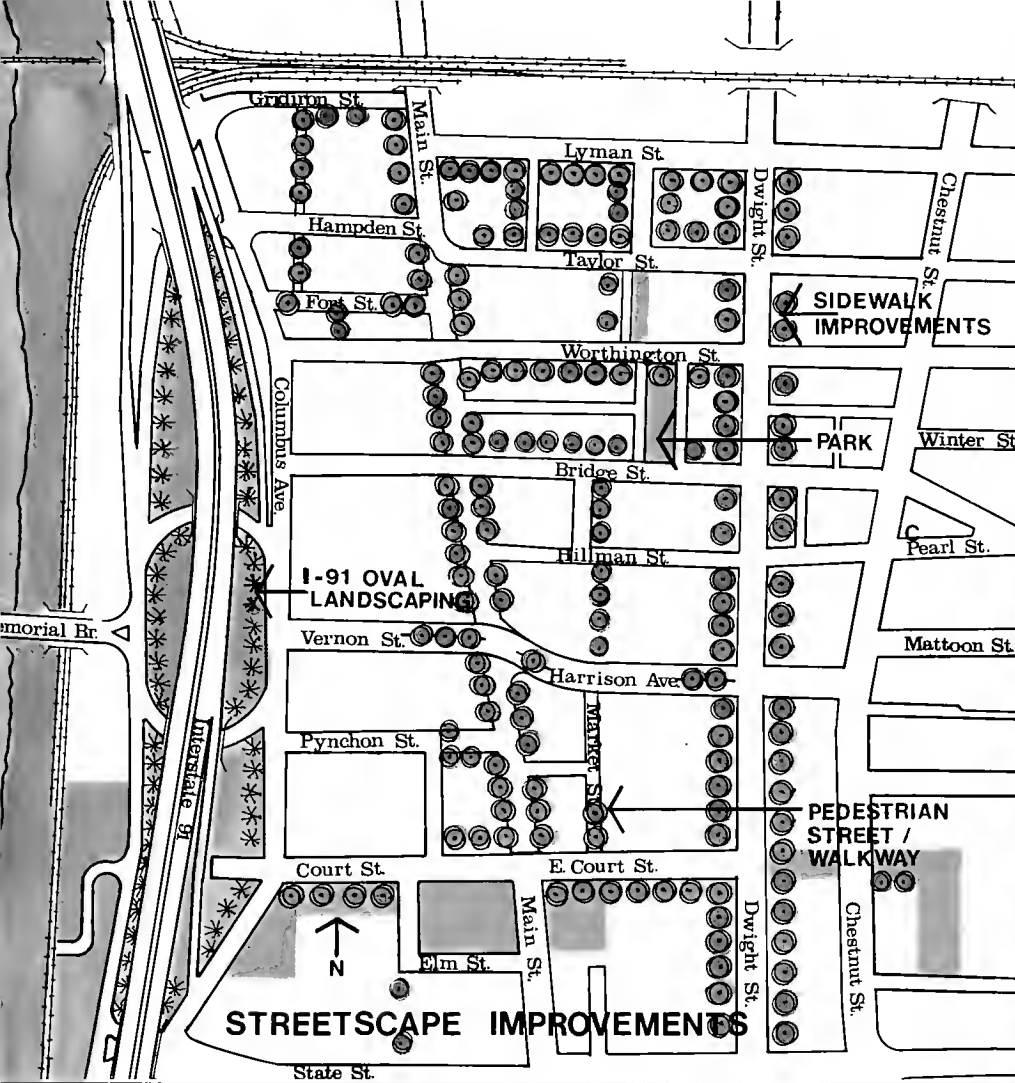
Service Bins
Streetlights
Benches
Trees

CROSSWALK

MAIN STREET MALL

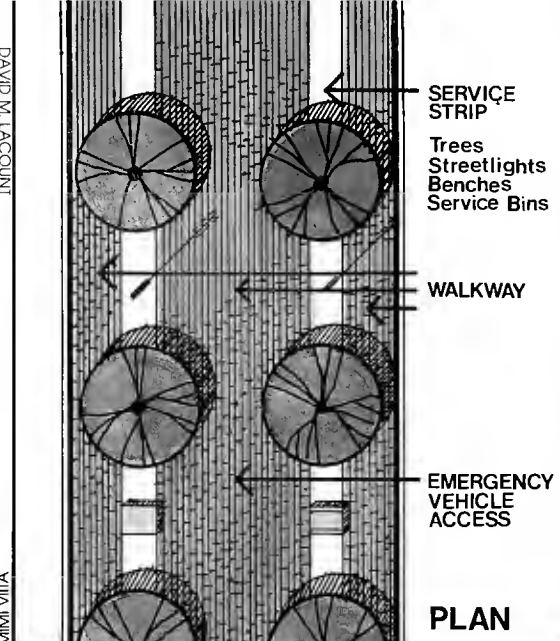
PASSENGER DROP-OFF

BIRD'S EYE VIEW



STREETSCAPE IMPROVEMENTS

DAVID M. LACQUINI
MINI VITA



SCHEMATIC PLAN SHOWING DISTRIBUTION OF PUBLIC IMPROVEMENTS

FORT STREET TODAY

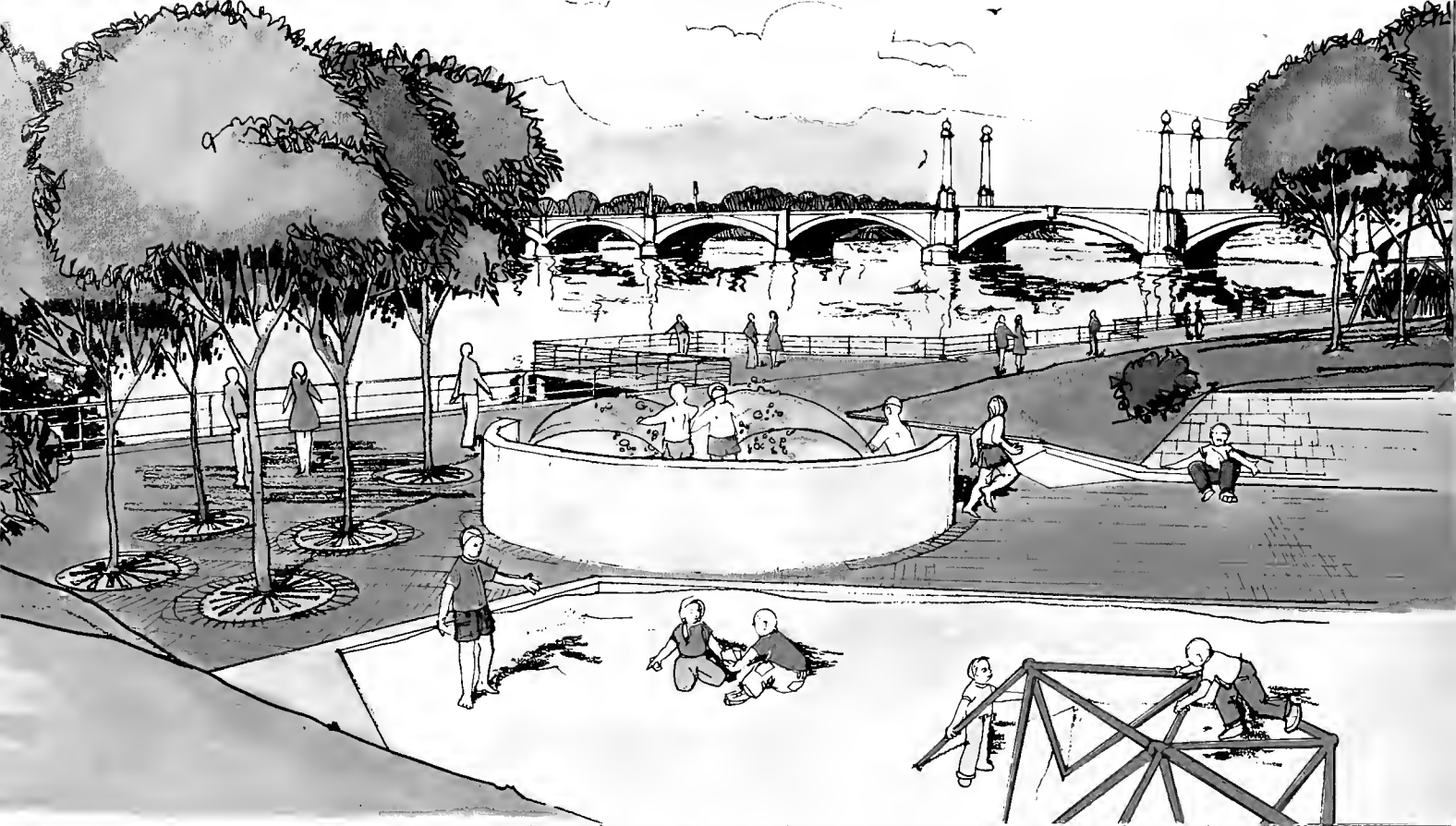


POLAK/RADNER

ANTHONY C. PLATT

ARCHITECT'S SKETCH OF FORT STREET AS PEDESTRIAN WALKWAY





SKETCH OF THE NEW RIVERFRONT PARK

ANTHONY C. PLATT

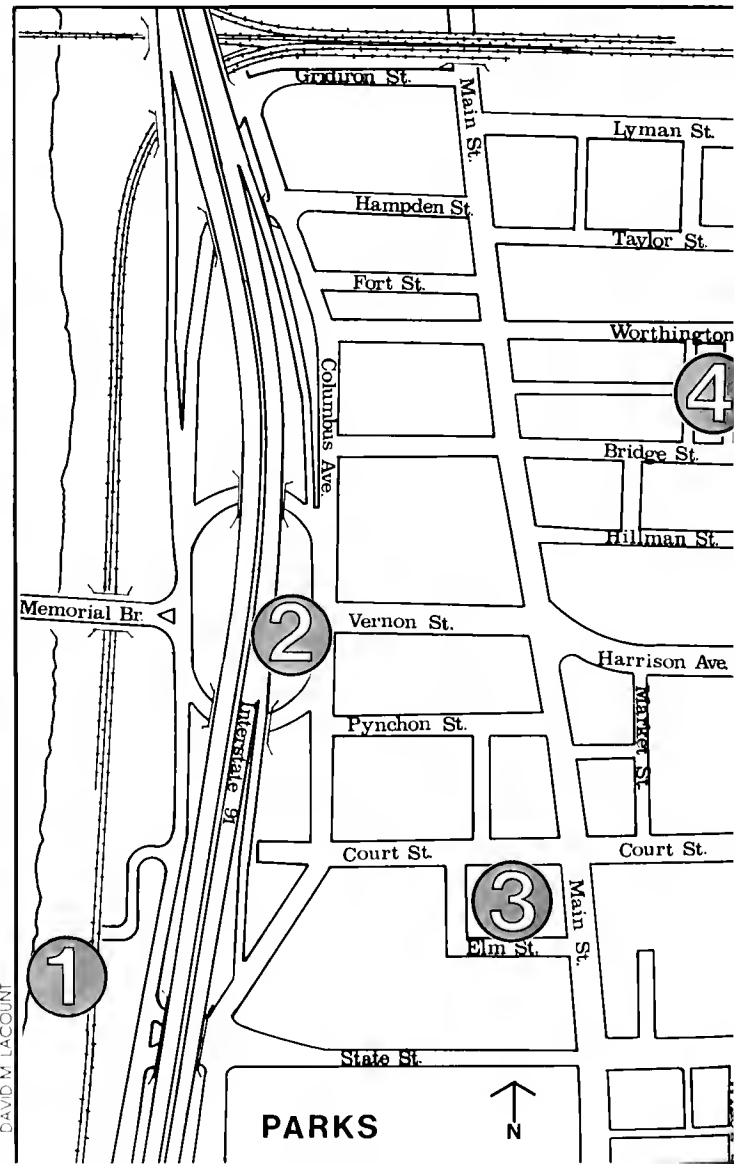


POLAK/RADNER

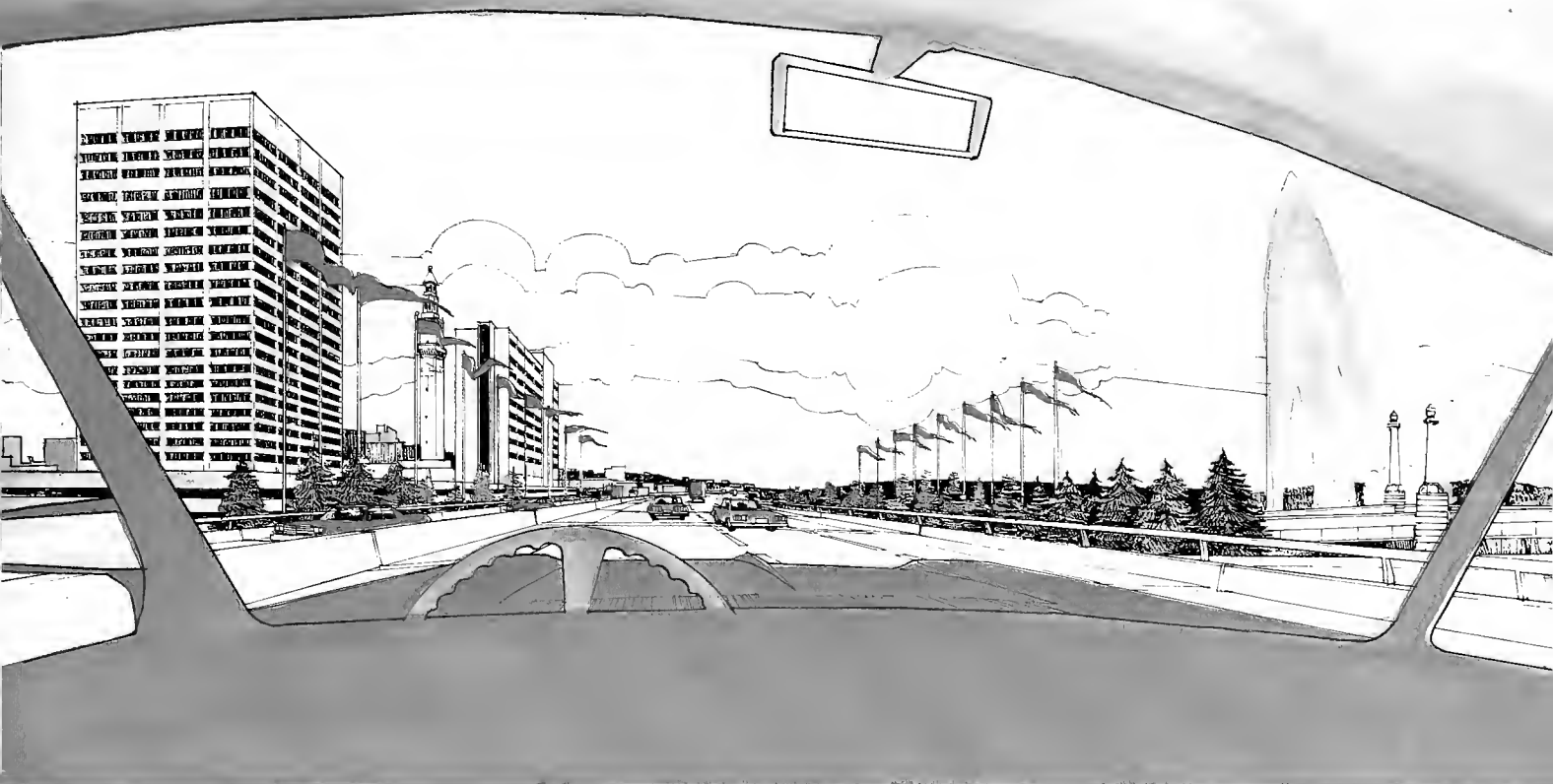
VIEWS OF THE NEW RIVERFRONT PARK UNDER CONSTRUCTION



LIONEL DELEVINGNE



DAVID M. LACOUNT



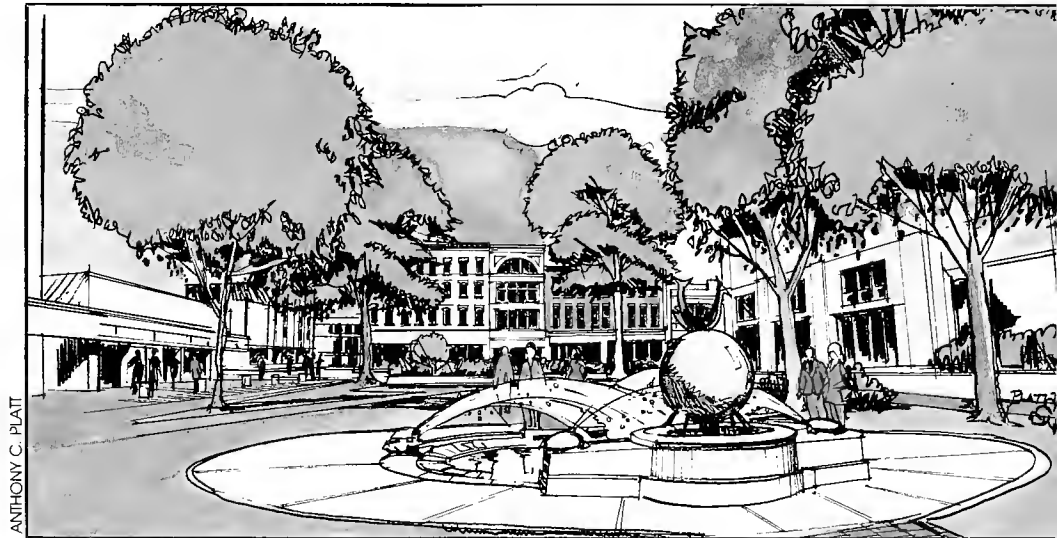
ARCHITECT'S VIEW OF I-91 WITH FLAGS AND TREES MARKING THE EXIT TO DOWNTOWN

ANTHONY C. PLATT

PARKS

1. **Riverfront Park**—The Riverfront Park is scheduled for dedication amidst a glittering celebration this year. Built with Community Development funds, the park will again provide public access to the riverfront.
2. **I-91 Oval**—The Revitalization Plan includes a proposal for landscaping the edges of the oval under I-91. Tall evergreens and flagpoles will mark the entry to Downtown for drivers along I-91.
3. **Court Square & 4. Stearns Square**—These two beautiful historic parks will be restored to their original grandeur with Community Development funds. Restoration plans are underway and work is expected to start this summer.

PROPOSED RESTORATION OF STEARNS SQUARE



ANTHONY C. PLATT

COURT SQUARE, LEFT, AND STEARNS SQUARE, AS THEY APPEAR TODAY



LANDSLIDES, INC.



POLAK/LEA DIVER

Main Street. Sidewalks on the side streets will be widened and decorated to complement the mall. Alleys will be converted into landscaped pedestrian walkways. Court Square and Stearns Square, which are being returned to their 19th-century appearance this summer, will serve as civic showplaces and oases of relaxation in the central city. In addition, the whole Downtown environment will be kept clean and eyesores will be removed.

The Main Street Mall will be the centerpiece of a revitalized Downtown. It will look like an elongated public square, busy with activity day and night. Main Street will tie together all the new Downtown developments and again become the heart of the city and the region. Apparently, Springfielders believe this can happen, since 73% of 900 people surveyed in a special study by the City Planning Department supported turning Main Street into a pedestrian mall.

Malling streets can be a precarious undertaking. Since downtowns are delicate environments, closing a main artery to car traffic can upset the balance of business and activity. Some cities, believing malling downtown streets to be the cure for all their ills, simply shut their main street to traffic and placed some plants and benches in the middle of the roadway. In many cases, the results were disastrous. People stayed away and businesses died.

Careful planning and first-class design are essential for a successful mall. Creation of the mall should be timed to follow other improvements so that it most effectively fits in with the new Downtown environment. The mall will be paved with coordinated textured materials, perhaps brick or stone. Fountains and art works, booths and bulletin boards will dot Main Street. Kiosks will sell various wares. Benches and sidewalk cafes will allow people to sit, drink, and watch passers-by. Permanent litter receptacles will be designed to complement the paving. Pedestrian-scale ornamental street lamps will replace the tall drab light poles which are designed for automobile traffic and will make Main Street an attractive nighttime scene. New trees will be planted to provide shade and a touch of greenery.

Some American cities closed their street malls to all vehicles and found things were dead without some traffic. So Springfield will let buses, emergency vehicles, and service trucks travel in specially-marked lanes along the mall. (See Transportation for detailed description of vehicular traffic on the Mall.) Main Street will continue as the converging place of the city's bus lines. Thousands of passengers getting on and off the buses each day will add to the pedestrian traffic. Bus shelters on the mall will protect waiting passengers from bad weather, and benches will give them a place to rest. Main Street will continue to have active intersections. The cross streets—Court, Harrison, Vernon, Bridge, Worthington, Taylor, and Hampden—will remain open to cars, allowing passengers to be discharged at several points along the mall.

The pedestrian environment of the Main

Street Mall will be extended to the side streets so that all Downtown will be an enjoyable place to walk around. It will aid businesses located off Main Street. Bridge and Worthington Streets will be returned to their former charm, and a safe and attractive atmosphere will be created on Hampden, Taylor, Lyman, and Dwight Streets. Gridiron, Fort, and part of Hillman will be closed to traffic and made into walkways. A new specially-designed pedestrian passageway will be carved out through parking lots and alleyways from Gridiron through Hampden and Fort to Worthington. Court House Walk and Post Office Alley will be repaved and decorated with ornamental lighting. The neglected alley between Bridge and Worthington, which goes by the imposing name of North Church Avenue, will be lit and paved to provide access from Main Street to Stearns Square.

Decoration of the streets has already begun. Since May 1, colorful banners, designed by students and funded by a federal grant, have hung from light poles throughout Downtown. In order to achieve the full metamorphosis of Downtown streets, the facades of existing buildings are being cleaned and returned to their original appearance. New shop signs will be visual treats. These improvements will be undertaken by property owners with the assistance of the municipal government and its facade grant program.

The Open Space System

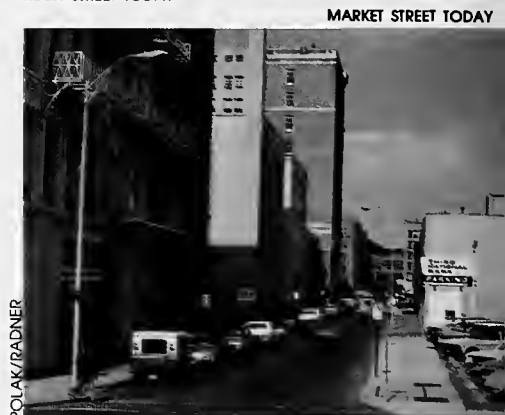
Court Square, the Quadrangle, Stearns Square, Merrick Park, Riverfront Park, the steps at Pynchon Plaza, and Apremont Triangle are unique places that give a distinct character to Downtown. They offer the worker or shopper a rest from the bustle of the offices and stores. They provide dramatic sites for concerts, speeches, fashion shows, and bazaars. Their beauty and tradition generate pride in the city's citizens.

Downtown's parks can be used to better advantage than they have been in the past. They should be the dramatic focal points of the new walking city. They will be linked into a system by revamped side streets, new pedestrian walkways, and the Main Street Mall. Each small park will be decorated and landscaped to be an inviting place to stroll, eat lunch, or meet other people.

Before current private revitalization efforts got underway, the City was at work improving Downtown parks. The opening of Riverfront Park this year has completed the corridor of open space from the Quadrangle to the Connecticut River which Springfield has talked about for decades. You now can walk from the Quadrangle, down the steps at Pynchon Plaza (finished in 1976) alongside the Civic Center, across Main Street (at the edge of the proposed Main Street Mall), through Court Square and the new Hall of Justice plaza to Riverfront Park. Dodging traffic on Columbus Avenue is still an inconvenience, but plans are being made to build either an airwalk or tunnel to get the pedestrian easily across the



MAIN STREET TODAY



MARKET STREET TODAY

busy roadways. Riverfront Park realizes an old dream of reclaiming the riverbank for recreation and relaxation. Those who treasure our water resources must be pleased that the waters of the Connecticut River are being cleaned up and that the City is cleaning the banks so people can enjoy the river.

This summer, the City will give a fresh look to Court and Stearns Squares. They will be returned to their 19th-century appearance. An iron fence will surround Court Square. Greenery will be planted and new benches, lamps, and litter baskets will be installed. At Stearns Square new sidewalks will be laid and the old turtle fountain will be returned after years of standing forgotten in a warehouse. New seats and lamps will provide old-fashioned charm. The short street on the west side of Stearns Square will be closed to traffic and incorporated into the park.

Downtown's parks and the Main Street Mall will form the focal points of a total urban environment geared to the pedestrian. Their rehabilitation will crown the city's revitalization efforts. They will give us a beautiful Downtown, something to be identified with and be proud of.

Revitalizing Peripheral Areas

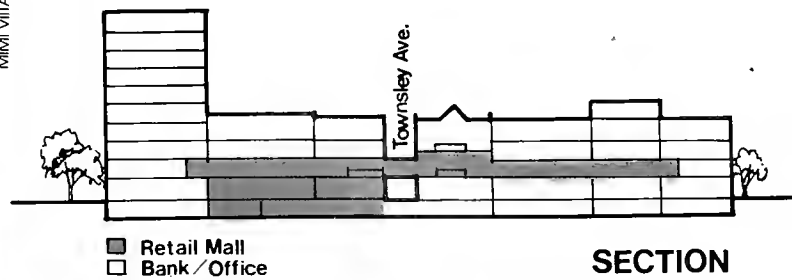
The geographical focus of this Master Plan (as shown on pages 34-35) is the area bounded by Columbus Avenue, the railroad embankment, Dwight Street, and State Street. This is the core of Downtown and the place most in need of attention. But Springfield Central and the City regard Downtown as encompassing a far broader area reaching from above the Armory

Continued on p. 48

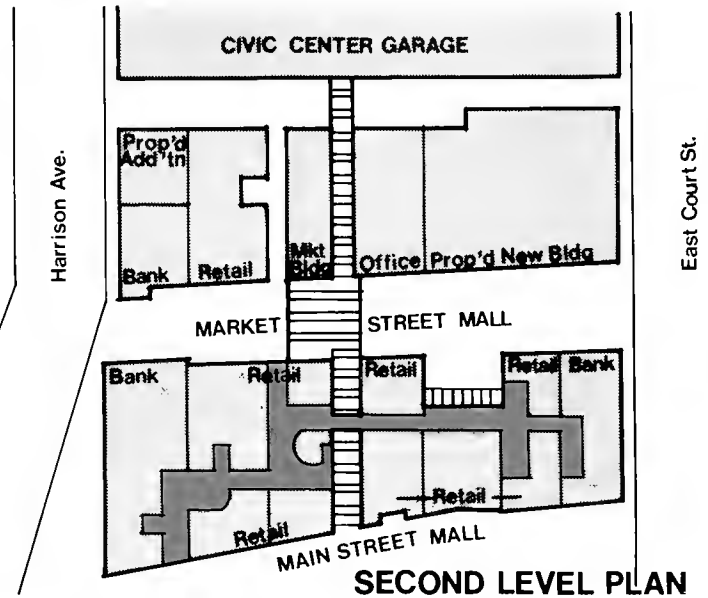


TOWNSLEY AVENUE, AS PROPOSED WITH LANDSCAPING AND SKYLIT ROOF

MIMI VITA



SECTION



SECOND LEVEL PLAN

MAIN MARKET PLAZA

Main Market Plaza demonstrates the spirit of the Downtown Master Plan. Public and private sectors are joining hands to bring about the recycling and revitalization of the buildings and open spaces in a one block area bounded by Main Street, Harrison Avenue, East Court Street, and the Civic Center Garage.

The private sector will recycle the seven buildings fronting Main Street into an innovative retail mall/office complex and also renovate the buildings on Market Street for retail and office uses. Meanwhile, the City will turn Market Street and Townsley Avenue into landscaped pedestrian streets with many amenities for shoppers.

MARKET STREET ENVISIONED AS PEDESTRIAN MALL

ANTHONY C. PLATT





KENNEDY-POLI COMPLEX WITH PROPOSED PARKING DECK AND SWIMMING POOL

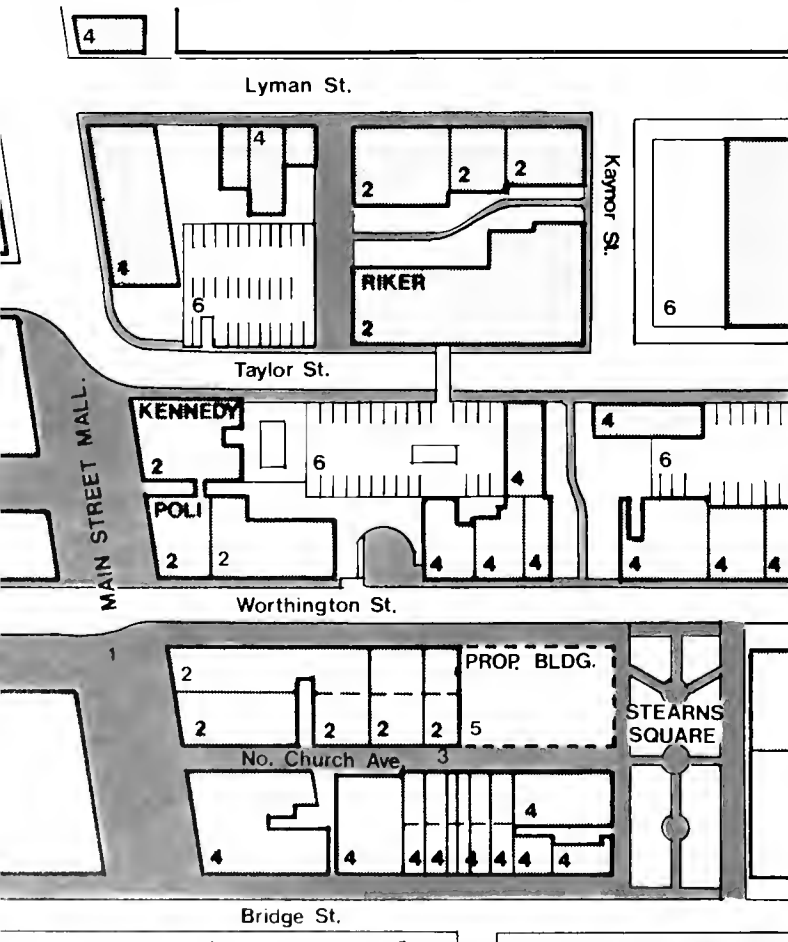
ANTHONY C. PLATT

NORTH BLOCKS

PLAN KEY

1. MAIN STREET MALL
2. HOUSING, TYPICALLY WITH RETAIL ON GROUND
3. PEDESTRIAN SHOPPING MALL
4. RETAIL WITH HOUSING OR OFFICE ABOVE
5. COMMERCIAL AND PARKING; RECREATION ON ROOF
6. PARKING

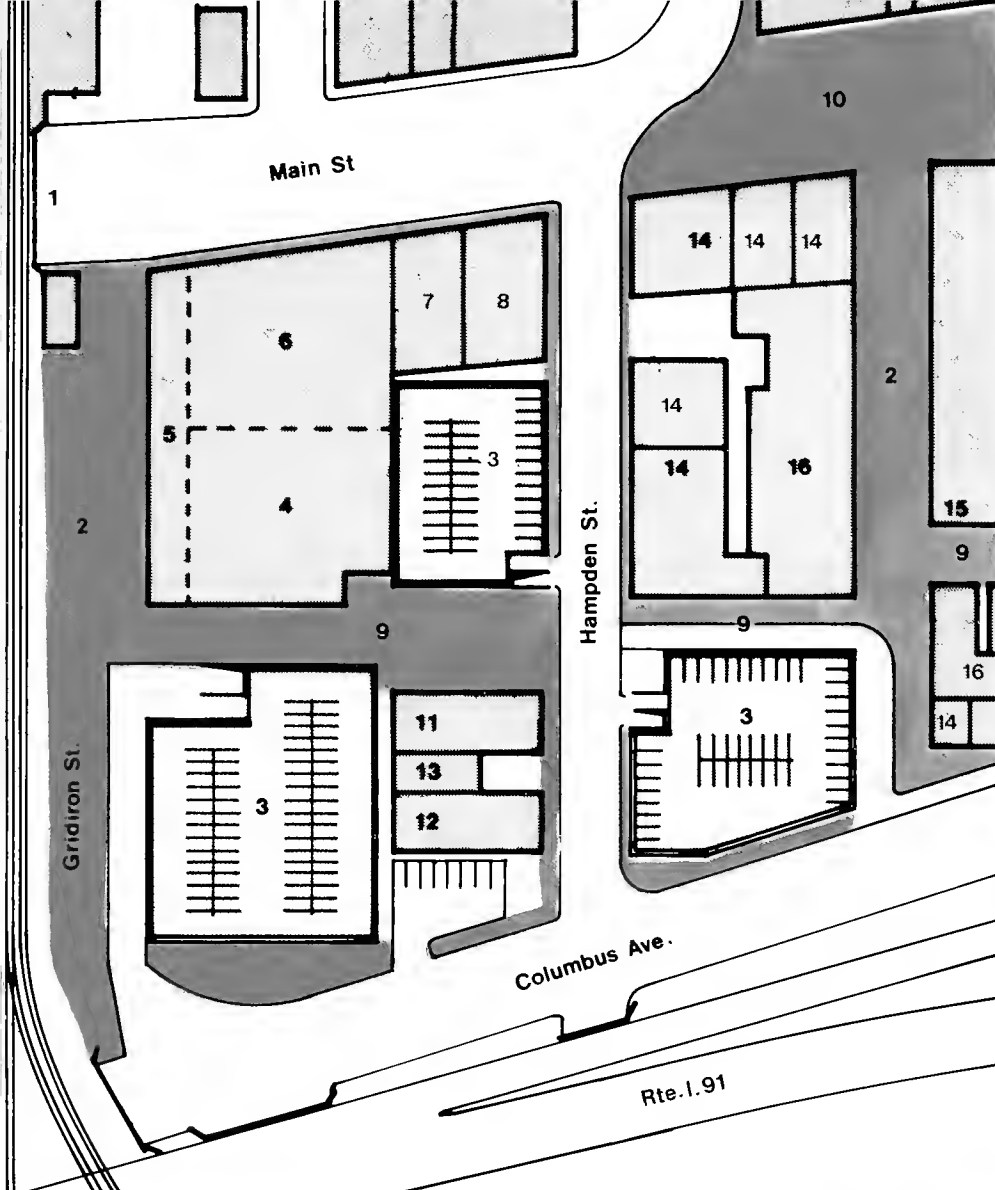
DETERIORATED POLI BUILDING FROM THE BACK



MARC W. PELLETIER

POLAK/RADNER





VACANT PARAMOUNT THEATER

PARAMOUNT BLOCKS

PLAN KEY

- | | |
|---|--|
| 1. RAILROAD ARCH | 9. LANDSCAPED WALK |
| 2. LANDSCAPED PEDESTRIAN STREET | 10. MAIN STREET MALL |
| 3. PARKING | 11. METRO ARTS |
| 4. RENOVATED PARAMOUNT THEATER | 12. RELOCATED CHANNEL 57 |
| 5. NEW THEATER LOBBY | 13. NEW ADDITION—CHANNEL 57 |
| 6. RENOVATED COMMERCIAL WITH OFFICE ABOVE | 14. RETAIL WITH OFFICE OR HOUSING ABOVE |
| 7. BANK | 15. RETAIL WITH SOCIAL SECURITY ADMINISTRATION |
| 8. BANK EXPANSION | 16. RESTAURANT |

CYNTHIA O. HOWARD

PARAMOUNT THEATER WITH NEW LOBBY AT THE BACK AND GRIDIRON STREET CLOSED

ANTHONY C. PLATT





HAYNES HOTEL

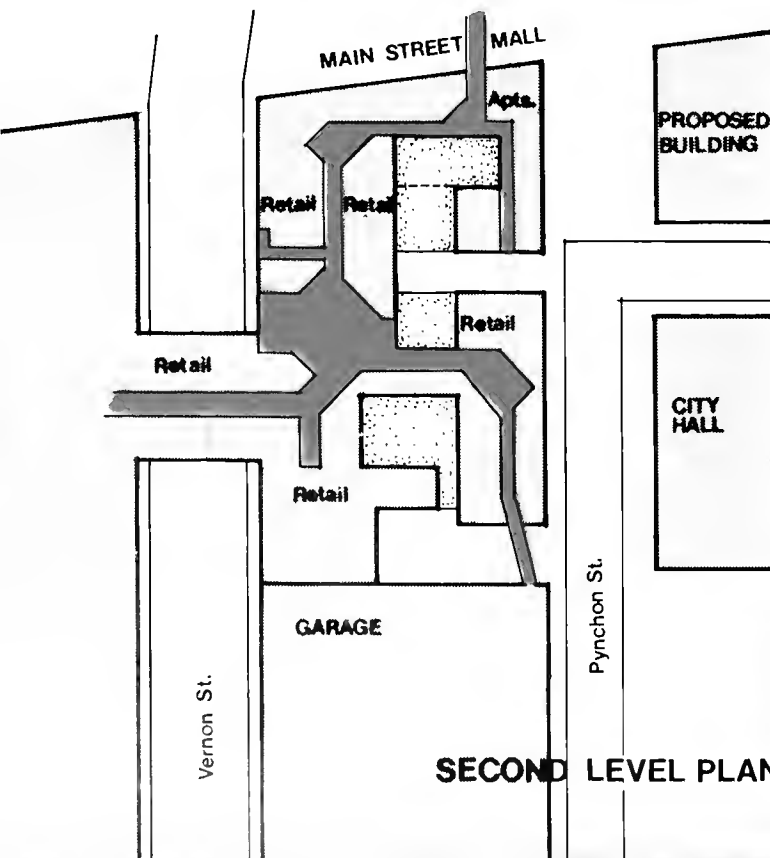


FORBES AND WALLACE AND HAYNES HOTEL FROM MAIN STREET



MINI VITA

BAYSTATE WEST FORBES & WALLACE HAYNES HOTEL PROPOSED BUILDING SECTION



SECOND LEVEL PLAN.

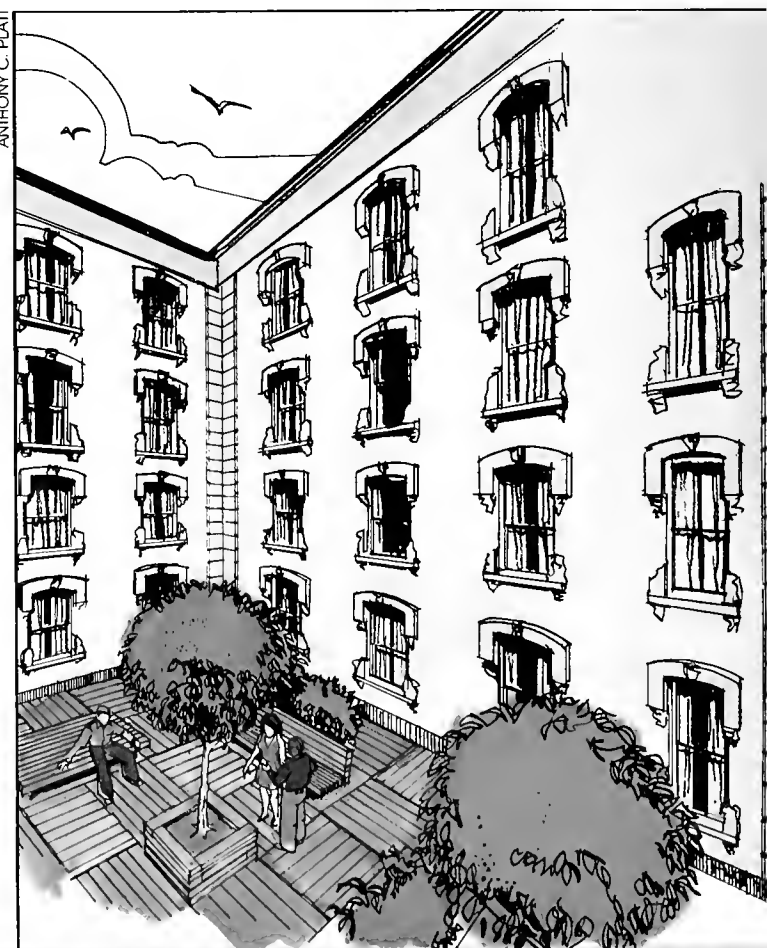
FORBES & WALLACE AND HAYNES HOTEL

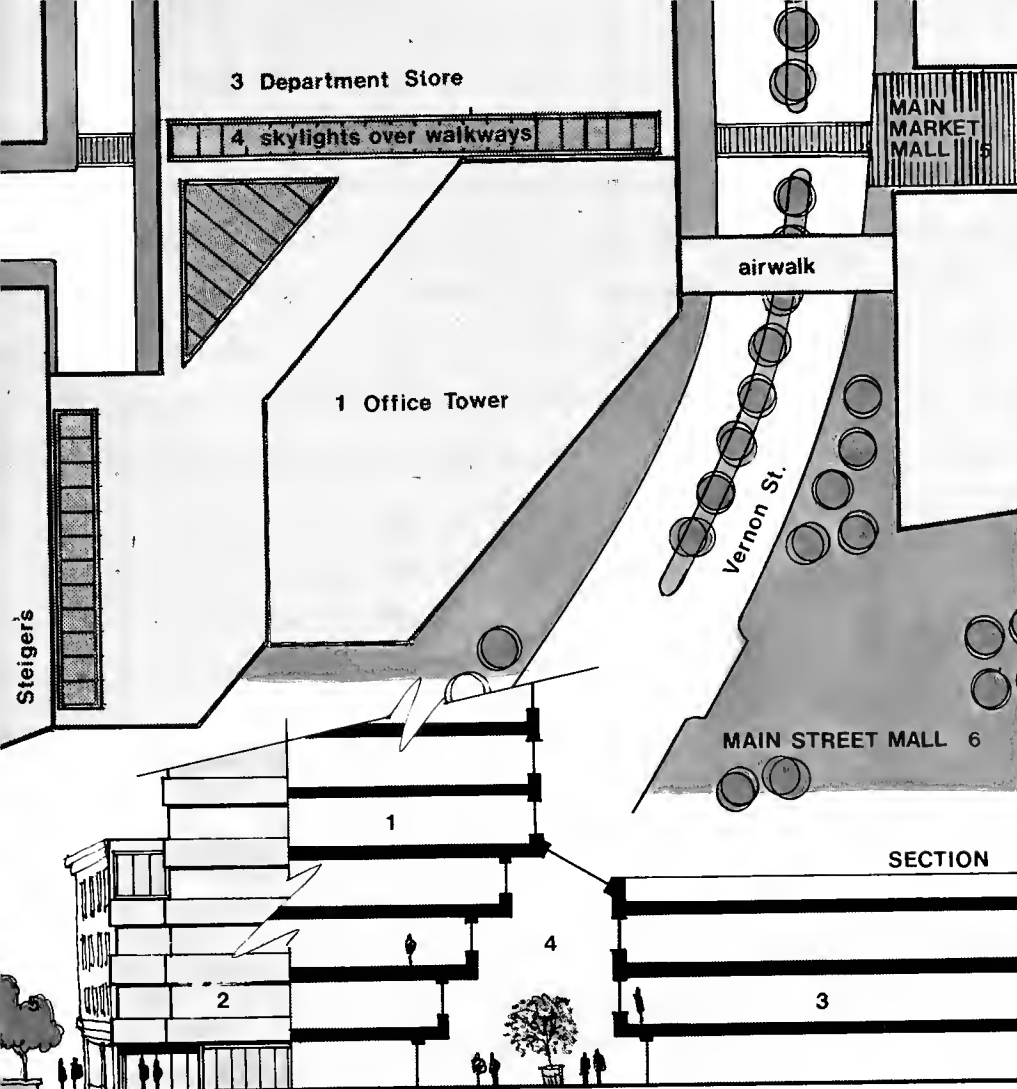
Forbes & Wallace, previously Downtown's largest department store, closed its doors two years ago. Since then, there has been considerable speculation over its future.

The proposal in the Downtown Master Plan is that it be used for a combination of retail use on the lower levels, offices on the middle floors, and perhaps a restaurant or supper club on the top floor. Plans on this page show the possibility of connecting Forbes & Wallace with the upper floors of the Haynes Hotel next door.

PROPOSED RESIDENTS' TERRACE IN HAYNES HOTEL COURTYARD

ANTHONY C. PLATT





LOOKING TOWARD VACANT PARCEL THREE

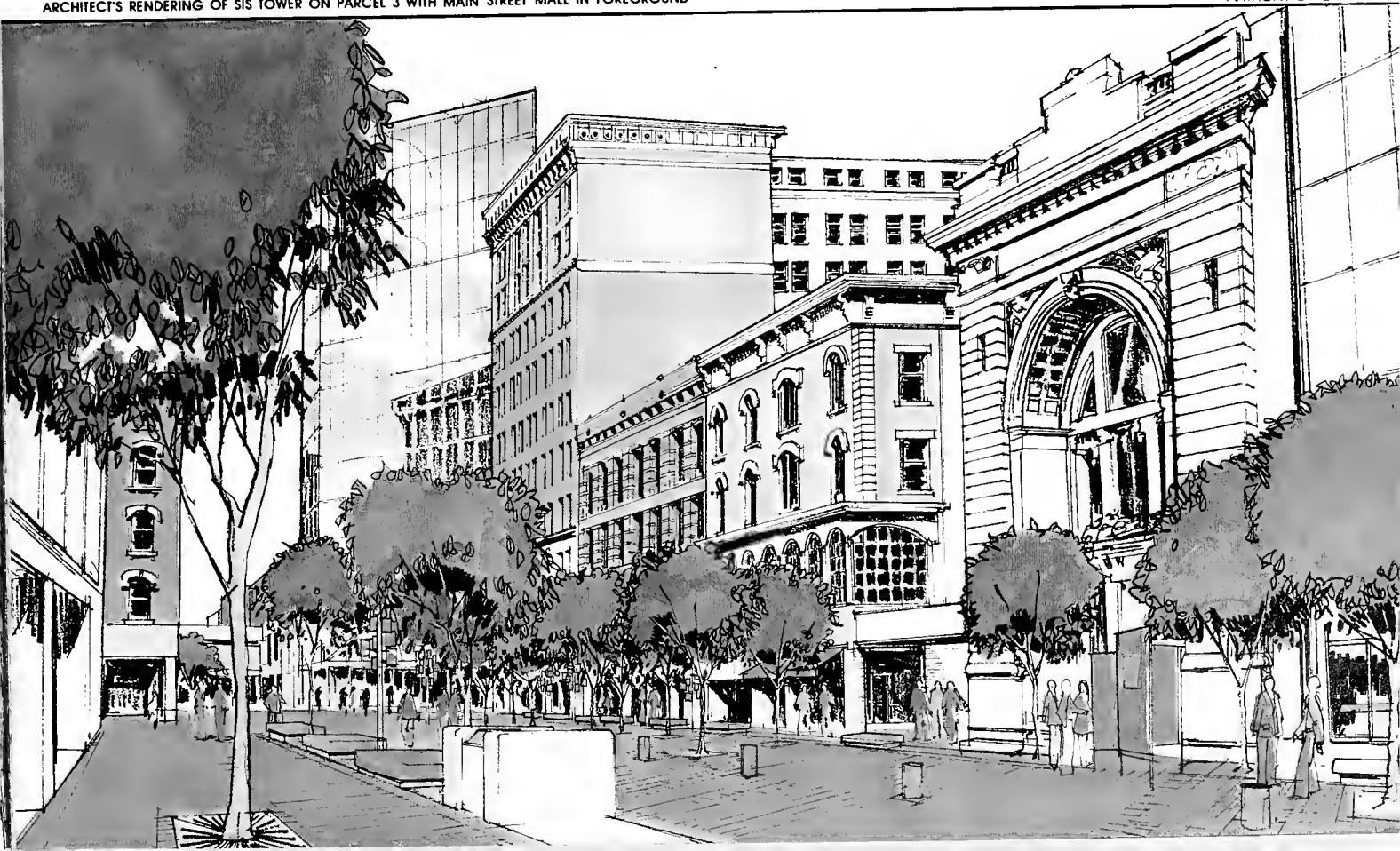
PARCEL 3 KEY

1. OFFICE TOWER WITH COMMERCIAL BELOW
2. SHOPPING ARCADE
3. DEPARTMENT STORE
4. SKYLIT ATRIUM WALKWAY
5. MAIN MARKET MALL
6. MAIN STREET MALL

CYNTHIA O. HOWARD

ARCHITECT'S RENDERING OF SIS TOWER ON PARCEL 3 WITH MAIN STREET MALL IN FOREGROUND

ANTHONY C. PLATT



ENVIRONMENT

grounds to the Connecticut River and from Union Street to I-291. Outlying parts of Downtown must be revitalized as well. Some projects are already underway and others are on the drawing board.

In the New North, the last parcels are being filled by the Bio-Medical Applications building and the telephone company workers' credit union.

Lyman, Taylor, and Worthington Streets between Dwight and Spring form a run-down commercial district. The area near the railroad tracks and the interstate highways could be used for light industry. Some of the neglected buildings on Chestnut Street could be recycled for housing.

These new housing units would fit in with the vital residential district that has developed at Armoury Commons and Mattoon Street. This district also includes the apartments on Byers Street and Pearl Street.

The City is making public improvements to make this section more attractive. At the corner of Spring and Pearl Streets, a handsome new park has been created. Apremont Triangle will be refurbished. The City is also planning new parking facilities to serve the increased numbers of people visiting the area's night spots.

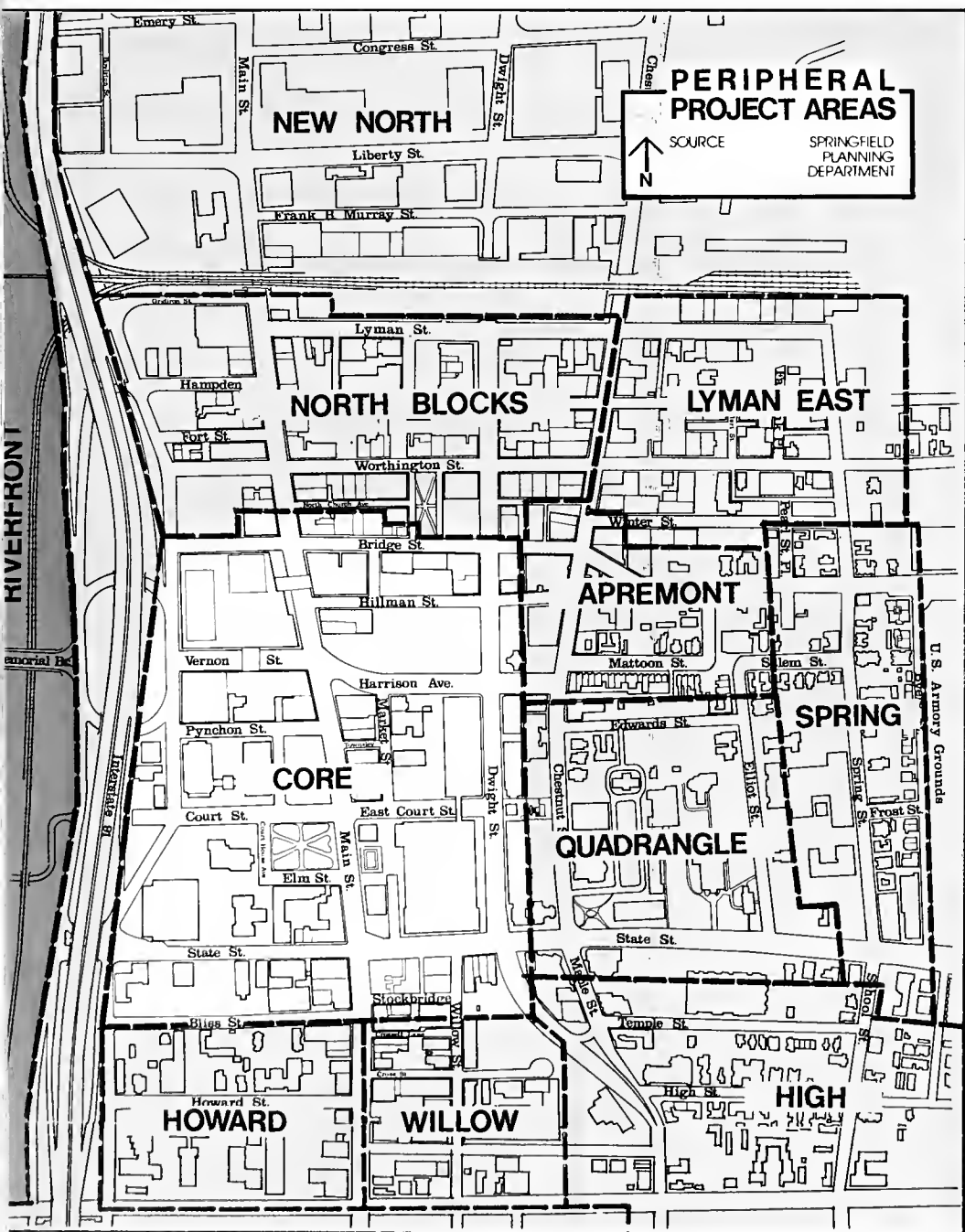
The Quadrangle, the hub of the city's cultural life, can be strengthened by making it the focal point of a greenway connecting the Armoury grounds, Technical and Classical High Schools, and Downtown. To handle the growing attendance at the Quadrangle's institutions, expanded parking facilities are being planned.

There is a potential quality residential district south of State Street. The Lower Maple Historic District, which includes Temple, High, and Union Streets, has many older homes and apartment buildings. These

housing units can be renovated to form a safe and pleasant area similar to Mattoon Street and Armoury Commons. On Willow Street, the abandoned Milton Bradley and Kestral plants are being recycled by the Springfield Institution for Savings into 225 units of market-rate housing. The Stockbridge Court complex will have park and recreation space, as well as complete parking facilities.

On the edge of the rejuvenated South End, a new shopping center will be opened at the corner of Main and Howard Streets. Howard Street will be closed at East Columbus Avenue to form a park, which will be the terminus of a landscaped pedestrian walkway connecting to Court Square.

The revitalization of these fringe areas of Downtown is crucial. It will not only strengthen the CBD, it will benefit the adjacent neighborhoods as well.



POLAK/RADNER



HOWARD STREET ARMORY/COMMUNITY CENTER

REVITALIZED APREMONT TRIANGLE AREA



POLAK/RADNER

ENVIRONMENT

grounds to the Connecticut River and from Union Street to I-291. Outlying parts of Downtown must be revitalized as well. Some projects are already underway and others are on the drawing board.

In the New North, the last parcels are being filled by the Bio-Medical Applications building and the telephone company workers' credit union.

Lyman, Taylor, and Worthington Streets between Dwight and Spring form a run-down commercial district. The area near the railroad tracks and the interstate highways could be used for light industry. Some of the neglected buildings on Chestnut Street could be recycled for housing.

These new housing units would fit in with the vital residential district that has

The City is making public improvements to make this section more attractive. At the corner of Spring and Pearl Streets, a handsome new park has been created. Apremont Triangle will be refurbished. The City is also planning new parking facilities to serve the increased numbers of people visiting the area's night spots.

The Quadrangle, the hub of the city's cultural life, can be strengthened by making it the focal point of a greenway connecting the Armory grounds, Technical and Classical High Schools, and Downtown. To handle the growing attendance at the Quadrangle's institutions, expanded parking facilities are being planned.

There is a potential quality residential district south of State Street. The Lower

Effective planning requires continual public input. What is your response to this presentation of the plan to revitalize Downtown Springfield?

Please use the attached card. More extensive comments could be contained in a letter.

Additional magazines are available, while they last, at \$1.50 per copy.

Your Comments: _____

Name _____

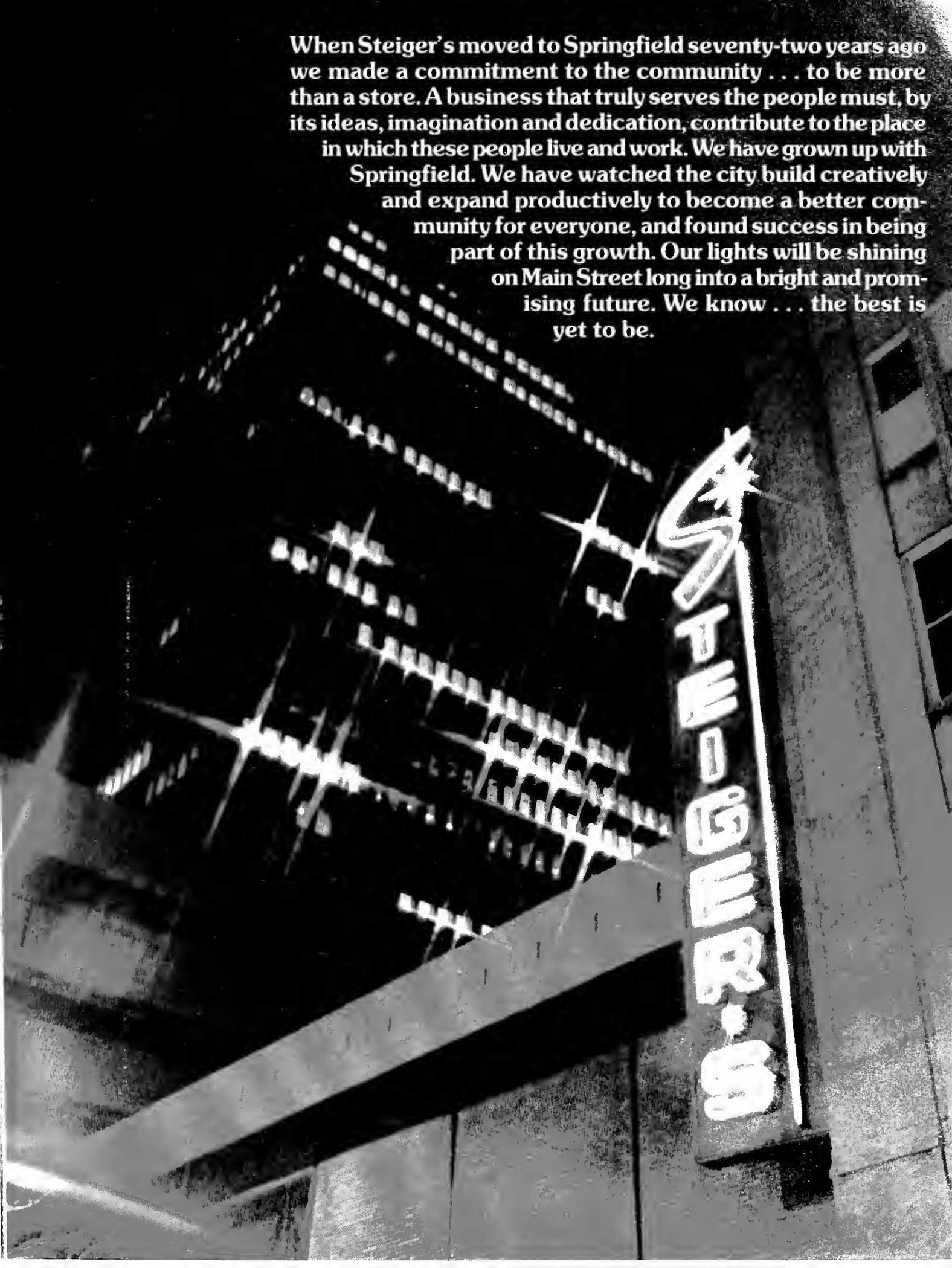
Address _____

U.S. POSTAGE
PAID
Permit No. 279
Spfld. Mass.

Time for Springfield

**Springfield Central
338 Worthington St.
Springfield, MA 01103**

When Steiger's moved to Springfield seventy-two years ago we made a commitment to the community . . . to be more than a store. A business that truly serves the people must, by its ideas, imagination and dedication, contribute to the place in which these people live and work. We have grown up with Springfield. We have watched the city build creatively and expand productively to become a better community for everyone, and found success in being part of this growth. Our lights will be shining on Main Street long into a bright and promising future. We know . . . the best is yet to be.





THE MEMORIAL BRIDGE IS A PRIME ENTRY TO DOWNTOWN

AERIAL VIEW INDICATING MAJOR HIGHWAYS INTO SPRINGFIELD

Getting Downtown

Transportation Plans for a Revitalized Downtown

An important key to Downtown revitalization is a transportation system that allows easy access for the 585,000 people who live in the Springfield metropolitan area and the thousands of potential visitors who live beyond. Springfield's Central Business District is already convenient to car and bus travel, but improvements will have to be made to accompany new development projects.

Interstate-91 and Interstate-291 have made the central city easier to reach. Traffic on these highways generally flows smoothly through Springfield, contrasting markedly with the jams that develop around Hartford. Exit ramps off the two highways deposit motorists at points in the heart and at the periphery of the CBD. Springfield's street system feeds many vehicles into Downtown from all parts of the city. Downtown is within a 15-minute drive of virtually the entire metropolitan area.

Consequently, Downtown is the most ac-

cessible shopping district in Western Massachusetts. No other regional shopping mall or retail center can be so easily reached by so many people. Improving the transportation system can only increase accessibility for these people and those who live beyond.

On the streets, circulation patterns are set up to facilitate the flow of traffic. A few years ago the traffic directions on Dwight and Chestnut Streets were reversed and traffic lights were coordinated to expedite vehicular movement. At present, the only major bottlenecks are on State Street, especially between East Columbus Avenue and Main Street. Lane weaving is a serious problem on both sides of Columbus Avenue around Memorial Bridge. Traffic on Main Street and most side streets is seldom tied up.

Parking space is necessary for Downtown's vitality. Some observers argue that insufficient parking keeps people from coming Downtown and that shoppers find the acres of free parking at shopping malls to be far more enticing. This sort of parking facility is inefficient Downtown because land in the CBD is too valuable.

Nevertheless, there are over 5,000 parking



POI AK/RADNER

spaces in the Downtown core. They are located on the streets and in lots and garages on virtually every block. The advantage of these spaces is that they are close to the motorist's destination, often much closer than a space at a mall would be to the mall's stores. On-street parking in the CBD is free during most of the shopping day. Off-street parking is free if the shopper patronizes stores which validate tickets. The regular charge for parking in most lots and garages is nominal, especially in comparison to other cities.

An alternative to the automobile is the local bus system. The Pioneer Valley Transit Authority (PVTA) feeds thousands of riders daily into Downtown from points throughout the city and the metropolitan area. Service is frequent and inexpensive. New buses are making the ride more comfortable. The energy crisis has demonstrated how important mass transit is and how it may be the primary mode of transportation in the future. Springfield is fortunate to already possess an extensive bus system.

Although Springfield's transportation system facilitates traffic moving in and out of Downtown, improvements can be made. Realizing the importance of dovetailing transportation improvements with Downtown developments, Springfield Central and the City engaged nationally-known traffic consultants Alan M. Voorhees and Associates, Inc. Voorhees' firm, after extensive consultation with the City Traffic and Planning Departments, PVTA, and Springfield Central, prepared a report analyzing the existing transportation system and recommending changes in anticipation of proposed developments. Much of the following material is excerpted from that report.

Circulation

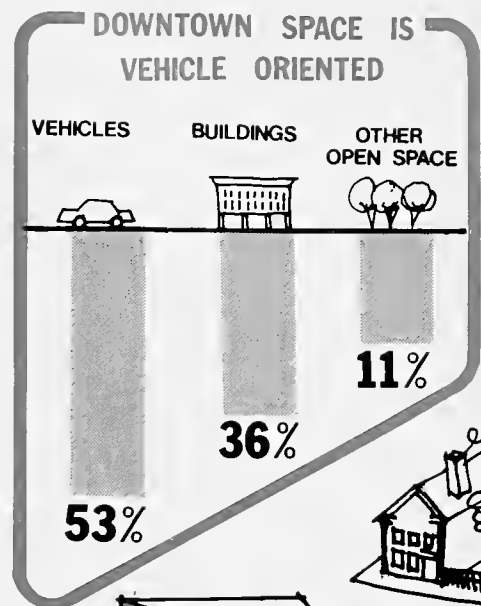
The streets of Downtown Springfield form a grid pattern which serves traffic passing through the city and traffic headed for destinations in the Central Business District.

On an average weekday in 1977, approximately 115,000 vehicles entered and exited from the CBD. (This figure does not include vehicles traveling exclusively on Interstate-91 and Interstate-291.)

Each of the Downtown streets plays a different role in serving travel demands and providing access to land use activities. The spine of the street network is Main Street, a two-way north-south street. Main Street functions as a feeder to side streets and the parking places located off them. Only 40% of the vehicles entering the CBD on Main Street pass directly through the core area. The remaining 60% turn off Main Street to parking spaces.

East of Main Street, Dwight and Chestnut Streets are one-way arteries, Dwight running south and Chestnut north. Both streets connect directly to I-291 and serve as important carriers of traffic through the CBD. As such, they complement Main Street, which functions primarily as a local access artery.

West of Main Street, Columbus Avenue serves as an access road to I-91



1960's - Highways to the Suburbs

Improving In-town Routes

1970's

FEDERAL HIGHWAY SPENDING

sorting out traffic exiting and entering the east-west streets of the CBD. East Columbus runs one-way northbound, and West Columbus is one-way southbound. Steps have been taken to improve and safen traffic movement throughout this area. Traffic entering Springfield from Memorial Bridge must now loop south to a curve near State Street, reducing lane weaving on West Columbus Avenue. Traffic exiting from I-91 at State Street must continue north at least as far as Court Street, eliminating a dangerous turn from the exit ramp to State. City and state planners are considering a series of changes to the I-91 exit ramps, Memorial Bridge rotary, and Columbus Avenue to further improve this troublesome area. The City has hired Champagne Associates to report on the feasibility of these changes. (This area was not included in Voorhees' study.)

State Street, which forms the southern edge of the CBD, is the busiest east-west street. More than half the traffic entering the CBD on State Street is simply passing through the area. Since only one lane of traffic can travel in each direction between East Columbus Avenue and Main Street, slowdowns and tie ups often occur. Any traffic circulation plan must attempt to alleviate this problem. Other streets that are corridors from the CBD to points east are Worthington, Taylor, and Pearl.

The Downtown traffic system generally operates at tolerable levels during peak traffic conditions except on lower State Street and at the whole set of interchanges along East and West Columbus Avenue from State to Hampden Streets. When revitalization plans are realized, additional vehicle traffic will be generated. Assuming 100% occupancy of each new development, Voorhees estimates 15,000-17,500 additional automobiles per day will enter the CBD.

Proposed Circulation Plan

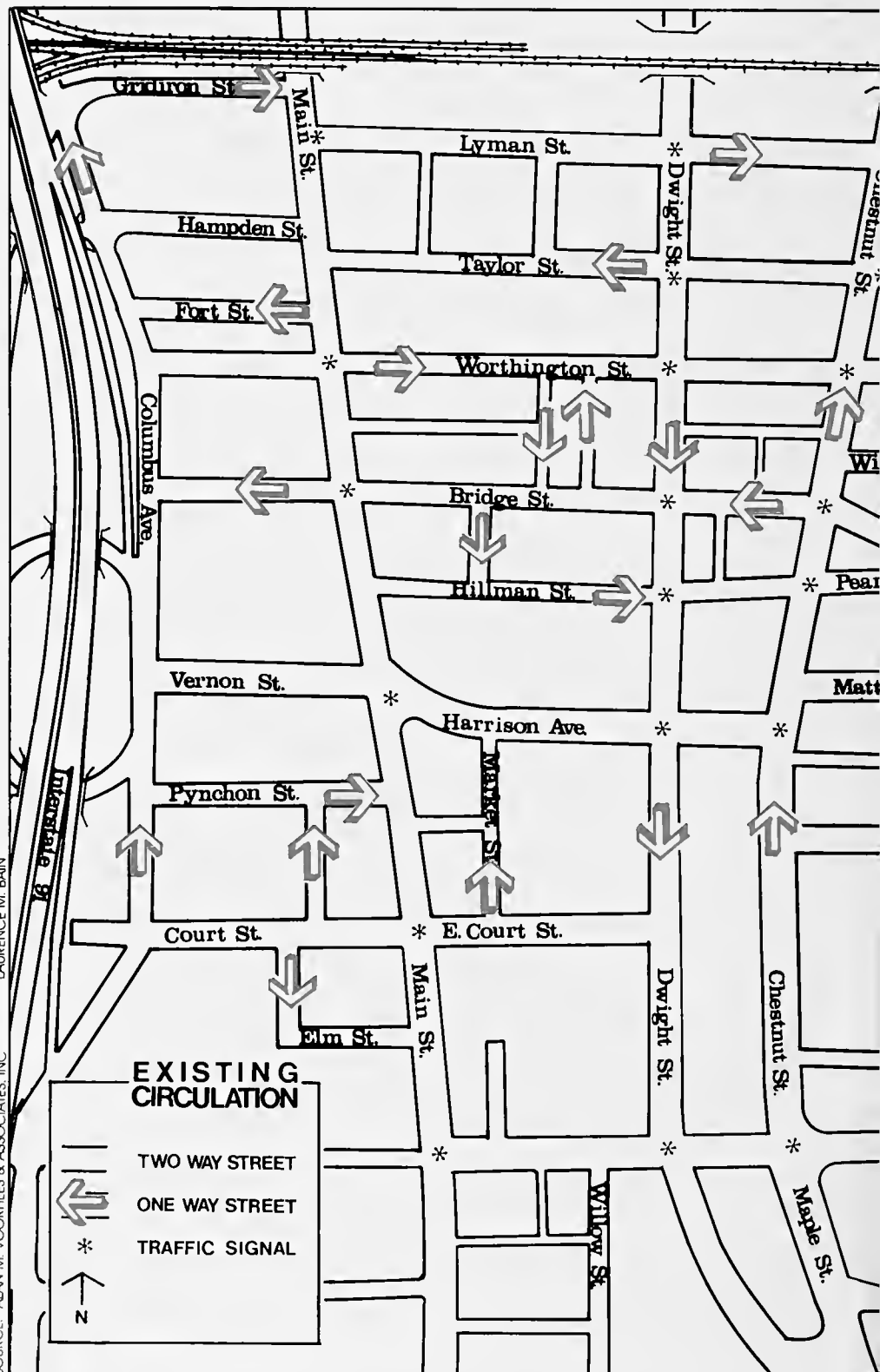
To ensure that revitalization efforts will be successful, this comprehensive transportation plan for Downtown was formulated. There have been several circulation schemes proposed for Downtown Springfield in recent

years—by local interest groups, by state and local agencies, and most importantly, by the U.S. Environmental Protection Agency. (EPA).

In 1973, air quality measurements taken in Downtown Springfield showed that pollution levels exceeded acceptable EPA standards. The source of most of these pollutants was the automobile, so EPA prepared a plan to decrease car usage in the CBD. This plan evolved over a two-year period to include closing several east-west streets and changing Main Street from two-way to one-way northbound with buses traveling in special lanes in

both directions. This EPA plan did not address the complex needs of a revitalized Downtown nor the increased traffic new developments would bring. Voorhees' suggestions represent an improvement over earlier plans because they take into account these considerations.

The most striking feature of the plan is turning Main Street from Court to Hampden into a transit mall. (See Environment for an explanation of the mall's appearance and open space functions.) This plan will assist economic development on Main Street and still create acceptable traffic patterns.



Automobiles will be prohibited from using the mall. Only buses and emergency and service vehicles will be permitted. Main Street will be reserved for pedestrian use. Additional street modifications include closing Gridiron Street, Market Street, and portions of Hillman, Fort, and Pyncheon Streets. These streets will become pedestrian walkways.

Main Street sidewalks will be widened and the roadway correspondingly narrowed. The transit mall will provide one lane in each direction for bus traffic. Special pulloffs will be provided for loading and unloading passengers.

Service/delivery vehicles will be allowed at specified times. They will be prohibited during peak transit hours, 7-9 AM and 3-5:30 PM and at the pedestrian peak time at lunch. Fire, police, and ambulance vehicles will be permitted on the mall as needed.

The Main Street Mall will not disrupt traffic patterns in the city, since Main Street is used primarily for turning onto side streets. Cars will still be able to cross Main Street on the side streets—Court, Vernon/Harrison, Bridge, Worthington, and Taylor/Hampden Streets. Traffic signals at these intersections will secure priority movement for buses on the transit mall and safety for crossing pedestrians.

The streets which will receive the greatest traffic increases are East Columbus Avenue, Dwight Street, Hampden Street, and Court Street. In order to accommodate enlarged traffic volumes on these streets, it will be necessary to upgrade or install signal controls and reconstruct intersections at the following locations:

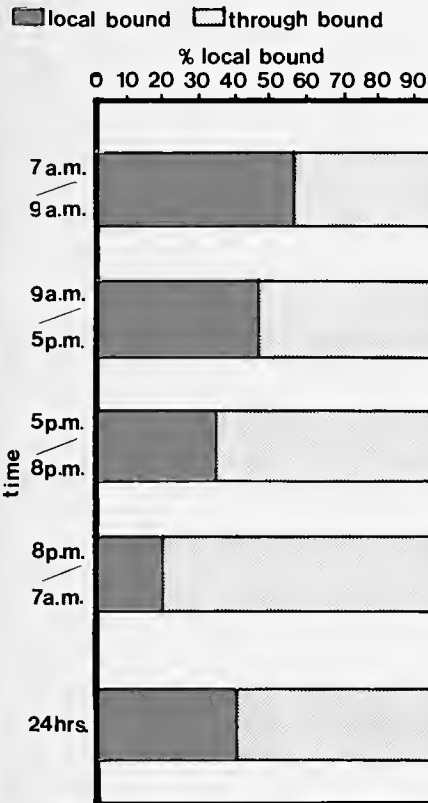
State and Main Streets
State and Dwight Streets
State and Chestnut Streets
Hampden Street and Taylor Street alignment
Hampden Street and East Columbus Avenue
Hampden Street and West Columbus Avenue

After these improvements have been made, Downtown streets will be able to handle the additional traffic loads. The circulation system, even with a mall on four blocks of Main Street, will facilitate the flow of traffic from major access roads to parking lots scattered across the CBD.

Mass Transit

Since gasoline prices doubled in the wake of the oil embargo of 1973, Americans have been questioning the energy efficiency of the automobile. They have been looking for alternative means of transportation. As a result, mass transit is becoming an increasingly attractive alternative. The U.S. Department of Transportation has diverted funds formerly earmarked for highway construction to mass transit. Atlanta, Washington, D.C., and San Francisco have built new sub-

TRAFFIC CHARACTERISTICS



PROBLEM AREA ALONG EAST COLUMBUS AVE.



**COURT SQUARE
INSURANCE PLAZA**
33 ELM STREET • SPRINGFIELD, MASS.

**O'BRIEN-MURPHY
INSURANCE**
781-0630

**COSTELLO-FITZGERALD
INSURANCE**
781-0672

"Insurance on the Square"
Bill Sullivan • Ed Keating
Phil Costello • Jim Sullivan
.....

 **Freedom
Federal Savings**

Home Office: 22 Pearl-Elm Sts., Worcester

16 Acres: 1941 Wilbraham Rd., 783-6121

Forest Park
560 Sumner Ave.
732-7238

Downtown Springfield
1243 Main St.
739-7387

Westfield
Westgate Plaza-Rt. 20
562-5671

C *T* *B*

CENTRAL TRAVEL BUREAU, INC.
222 Worthington Street
P. O. BOX 1649
SPRINGFIELD, MA. 01101
Telephone [413] 781-1680

AIRLINES • STEAMSHIP • TOURS
CRUISES • HOTELS • RESORTS
CAR RENTALS • GROUP TRAVEL
CORPORATE TRAVEL



LOWEST COST XEROX
COPYING IN SPRINGFIELD

KNE Printing

25 ELM ST.

781-6724

M. J. Fitzgerald
Realtors



Established 1952

James T. Murray
Appraiser

**SERVING
SPRINGFIELD
and VICINITY
for a QUARTER
of a CENTURY**

**COMMERCIAL
INDUSTRIAL
RESIDENTIAL**

Suite 218-218B

292 Worthington Street
Springfield, Massachusetts 01103

(413) 734-4989

TRANSPORTATION

way systems. Boston and Chicago have made plans for major extensions to their rapid transit lines. *Passenger Transport*, a nationally-respected trade journal, reports that transit ridership across the country has been steadily increasing throughout 1977 and into 1978.

In Springfield, vigorous efforts have been made to upgrade the bus system in the last few years. In 1974, the Pioneer Valley Transit Authority (PVTa) was formed and former City Planning Director Terry Tornek was named its director. Tornek has organized several separate bus lines of the Greater

carriers—Springfield Street Railway Company, Holyoke Street Railway Company, Western Massachusetts Bus Lines, Inc./Springfield-Agawam Bus Lines, Longeul Transportation Company, and Peter Pan Bus Lines—to provide service.

This fall, 125 new buses purchased mainly with federal Urban Mass Transit Administration (UMTA) funds will be put into operation. The long-awaited vehicles offer several important advances over current equipment. They include a "kneeling feature" which lowers the step for an easier



TRANSIT LANE PROPOSED ALONG MAIN STREET MALL

Springfield area into a coherent system reaching as far as Westfield, Enfield, Northampton, Amherst, and Hampden.

Since state law prohibits regional transit authorities from becoming actual operators, the PVTa contracts with five private

climb onto the bus, brighter interior lighting, larger windows, and a gentler ride. Exhaust emission and noise levels will be minimal. Older buses which will still be used have been repainted in blue and black to match the colors of the new vehicles.

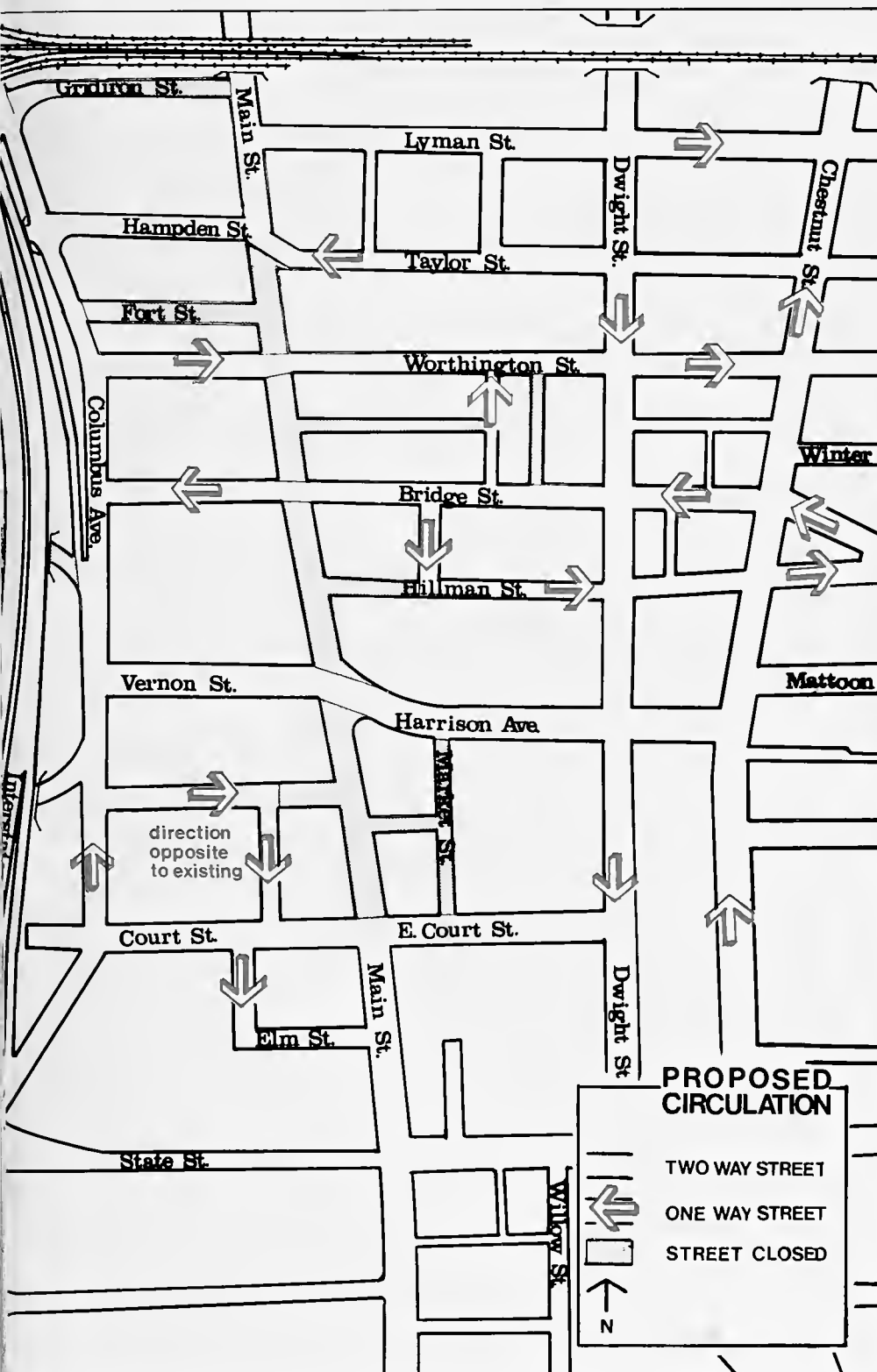
MAIN STREET WITHOUT AUTOMOBILES, YESTERDAY (BELOW) AND TOMORROW (ABOVE)



The PVTa has instituted several changes designed to increase bus ridership. It has erected bus shelters and "Bus Stop" signs throughout the region. It has introduced a monthly commuter pass, a reduced fare for the elderly and handicapped, and a low-cost intercarrier transfer. Further, PVTa has begun to rely on marketing techniques by introducing its "The Way to Go" slogan and by advertising heavily. Bus maps and schedules are available at points around the area, including the Baystate West information booth.

One of the PVTa's outstanding innovations has been the Ten Centre, a bus which shuttles between the free fringe parking lot under the I-91/I-291 interchange and points along Main Street. The ten-cent fare has been so well received that additional fringe parking lots and Ten-Centre service are being planned.

Presently Main Street is traveled by 15 Springfield Street Railway bus lines which converge from all parts of the city. Unfortunately, buses using Main Street must compete with autos and trucks for available



ASTMANN FURS INC. SINCE 1910

319 Bridge St. • Springfield

SEE OUR COMPLETE SELECTION OF

"Fabulous Furs"

- Storage • Repairing
- Cleaning • Restyling

PICK-UP and DELIVERY
by BONDED MESSENGER

734-5235 • 736-4975

ARCH SUPPORTING SHOES EXCLUSIVELY

Green's
SHOES

309 BRIDGE STREET
DOWNTOWN SPRINGFIELD
732-8848



GENERAL OFFSET PRINTING CO., INC.

157 Chestnut St., P.O. Box 950
Springfield, MA 01101
(413) 781-5550

LAURENCE M. BAIN

SOURCE: ALAN M. VOORHEES & ASSOCIATES, INC.

Mass Mutual Life

Mass Mutual since its founding in 1851 has been closely identified with the history of Springfield, as has the Springfield Agency, which was formally established in 1886 as representative for Mass Mutual in Western Massachusetts. Although the Home Office, in its need for additional space, relocated eventually to upper State Street, the Agency itself has never moved far from its original downtown location.



When Mass Mutual was organized in 1851, its first office was a single room in the Homer Foot block at the southwest corner of State and Main. Later the company built its own building at 413 Main Street.



In 1908, Mass Mutual built on the site of the old Foot block this "skyscraper" which was supposed to accommodate the company's needs for "a thousand years." The Springfield Agency was also housed here at 1200 Main for many years before moving to a new building at 55 State Street in 1958.



The Home Office moved to its present location on upper State Street in 1927. With assets of over \$6.9 billion, Mass Mutual is the 10th largest life insurance company in the United States and Canada. Insurance in force totals over \$35.9 billion.



In 1968, continued growth and expansion of the Springfield Agency led to the purchase and complete interior renovation of this 60-year-old building modeled after an 18th century French chateau. Here, at 39 State Street, our full-time agents assisted by an efficient staff serve the life insurance needs of Western Massachusetts.

MASSACHUSETTS MUTUAL 
LIFE INSURANCE COMPANY, SPRINGFIELD, MASSACHUSETTS 01111 

JOHN E. MANN AGENCY

39 STATE ST., SPRINGFIELD
TEL. 781-6850



NEW SPRINGFIELD STREET RAILWAY CO. BUSES

COURTESY PIONEER VALLEY TRANSIT AUTHORITY

TRANSPORTATION

4,000 cars indicates that they average 73% utilization at the busiest time of the day. The major lots and garages, however, are approaching practical capacity (with little room to accommodate additional cars).

There are approximately 440 on-street metered parking spaces available in Springfield's CBD. Some are strategically located at high-demand, short-duration locations, like City Hall. Most are concentrated along Dwight, Chestnut, Lyman, Taylor, Bridge, Hillman, Court, and East Court Streets. The curb metered spaces play an important role in meeting short-term parking needs.

Meters are only in use from 8-11 AM to discourage all-day parkers from taking the spaces from short-term parkers. Parkers are permitted two-hour free parking at metered spaces during the rest of the day. Meter maids enforce these regulations so that these spaces can be used by shoppers and people on short errands.

New developments slated for Downtown will precipitate at least a temporary squeeze on the parking supply. The Federal Building, the Carabetta development, and any development on Parcel 3 will eliminate three lots (close to 500 spaces) now achieving or

roadway capacity, and delays to buses at key Downtown intersections prevent the transit service from being as attractive to riders as it might be.

By turning Main Street into a transit mall to be used primarily by buses, there will be no traffic interference from cars. Planners hope that increased bus visibility and limited delays will attract more riders. Should this prove true, a long range goal of diminishing the number of cars entering Downtown may be realized. This would be an important achievement since significantly more people will be entering the revitalized CBD. Downtown will also enjoy better air quality, less traffic congestion, and more room for pedestrians.

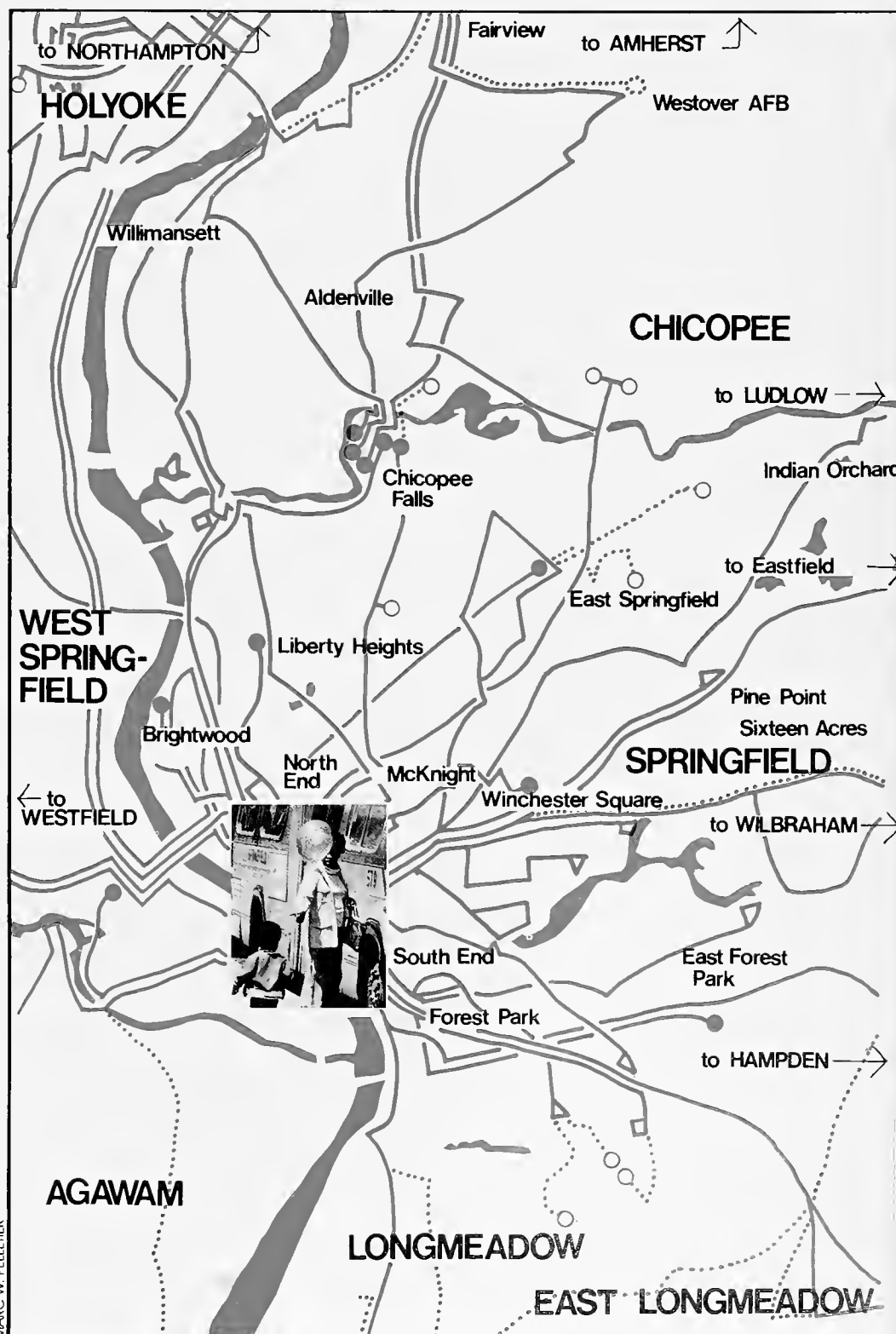
Parking

Local planners realize the necessity of answering the complaint that it is difficult to park Downtown. It is important that Downtown's parking facilities be publicized and parking problems remedied. Both the Voorhees report and a Springfield Central study have looked at the situation, indicated problems, and offered solutions.

There are 5,000 parking spaces available to the public throughout the Downtown core. More than 60% of them are located in three garages: Baystate West (1200 spaces), Civic Center (1100 spaces), and the Forbes and Wallace E-Z Park (525 spaces). The Baystate West Garage is generally full, but a constant turnover (2.99 vehicles per space per day) usually ensures that the prospective parker will find a place. The price structure in that garage (\$2.50 maximum, but 15¢ per hour for the first three hours) discriminates against all-day parkers in favor of short-term parkers. The Civic Center and E-Z Park Garages are more attractive to all-day parkers (\$1.40 and \$1.00 maximums, respectively), but do not achieve full capacity, guaranteeing spaces for shoppers, too.

Parking Downtown is usually free or relatively inexpensive. Most metered spaces cost 10¢ per hour from 8-11 AM and are free for two-hour parking thereafter. Many parking lots and garages (including over 70% of the spaces available) provide free parking when the parking tickets are validated by participating merchants. Parkers or merchants pay only a nominal 15 cent-an-hour fee for the first three hours. For all-day parkers, there is the free lot in the New North and inexpensive dollar-a-day parking in various CBD lots and garages.

Springfield Central's survey of Downtown parking lots with a capacity of about



BUS ROUTES IN AND OUT OF SPRINGFIELD

MARC W. PELLETIER

exceeding capacity. During construction, parkers presently using these lots will have to find spaces elsewhere. When completed, these new developments will attract more people. If parking is not included in development plans, a terrific strain will be placed on existing facilities.

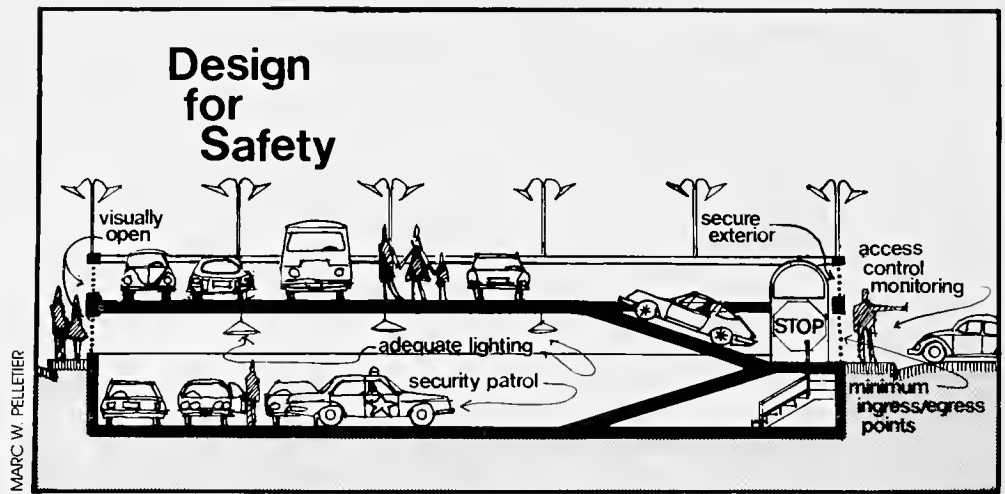
New residents will need permanent spaces. Shoppers, diners, and theatergoers will require short-term spaces. The general approach to increasing parking will be to develop scattered sites so that parkers will not be more than a block or two away from their destination.

The North Blocks will need the most new parking facilities. The over 200 residential units in the Kennedy-Poli Building and the Riker Block on Taylor Street will need adjacent parking spaces for the new residents. Small City-built parking decks are being planned for these blocks. To serve the revived Paramount Theater, 200 to 250 new parking spaces will have to be created, probably in the form of a parking deck at the rear of the theater. The Apremont Triangle area also needs a new parking lot or deck.

New developments, like the Federal Building and the office-retail complex on Parcel 3, should provide enclosed parking spaces for those using the buildings. Shoppers at Main Market Plaza will be able to park in the underutilized Civic Center Garage.

In addition, the City is planning to build parking sites in peripheral areas of the CBD. A possibility is the rotary under I-91 at the Memorial Bridge. New fringe lots, similar to the one in the New North, will offer free parking and ten-cent shuttle bus service to Main Street. They will help reduce congestion and pollution Downtown.

To ensure that Downtown has a sufficient supply of convenient, inexpensive parking as the Master Plan is implemented, the City



NEW INTOWN HOUSING WILL INCLUDE PARKING FACILITIES, AS AT ARMOURY COMMONS



PROJECTED PARKING SUPPLY & DEMAND CHARACTERISTICS

PARKING

1 BLOCK NUMBER	1	2	3	4+A	5	6	7+1/2B	8+1/2B	9	10	11	12	13	14	15
2 TOTAL PUBLIC PARKING SPACES.	106	89	8	405	1200	525	112	191	158	324	118	108	194	1275	8
3 SPACES LOST DUE TO STREET CLOSING SIDEWALK WIDENING OR NEW BUILDING	12	8	4	4	0	4	7	0	61	140	17	0	0	0	0
4 OFF STREET SPACES CURRENTLY BEING USED DAY TIME	30	71	0	343	830	325	95	147	57	215	69	59	47	655	0
5 SPACES AVAILABLE FOR NEW DEVELOPMENT 1 - (2 + 3) DAYTIME	64	10	4	58	370	196	10	44	40	31	32	49	147	620	8
6 PEAK PERIOD DEMAND CREATED BY NEW DEVELOPMENT	750 eve. 218 day	150 eve. 44 day	27	191	-	756	48	-	356	187	105 eve. 318 day	-	-	375	-
7 POTENTIAL (NEED) OR SURPLUS 4 - 5)	(650 eve) (195 day)	(70 eve) (34 day)	(23)	(133)	370	(556)	(38)	44	(316)	(208)	(0 eve) (286 day)	49	147	245	8

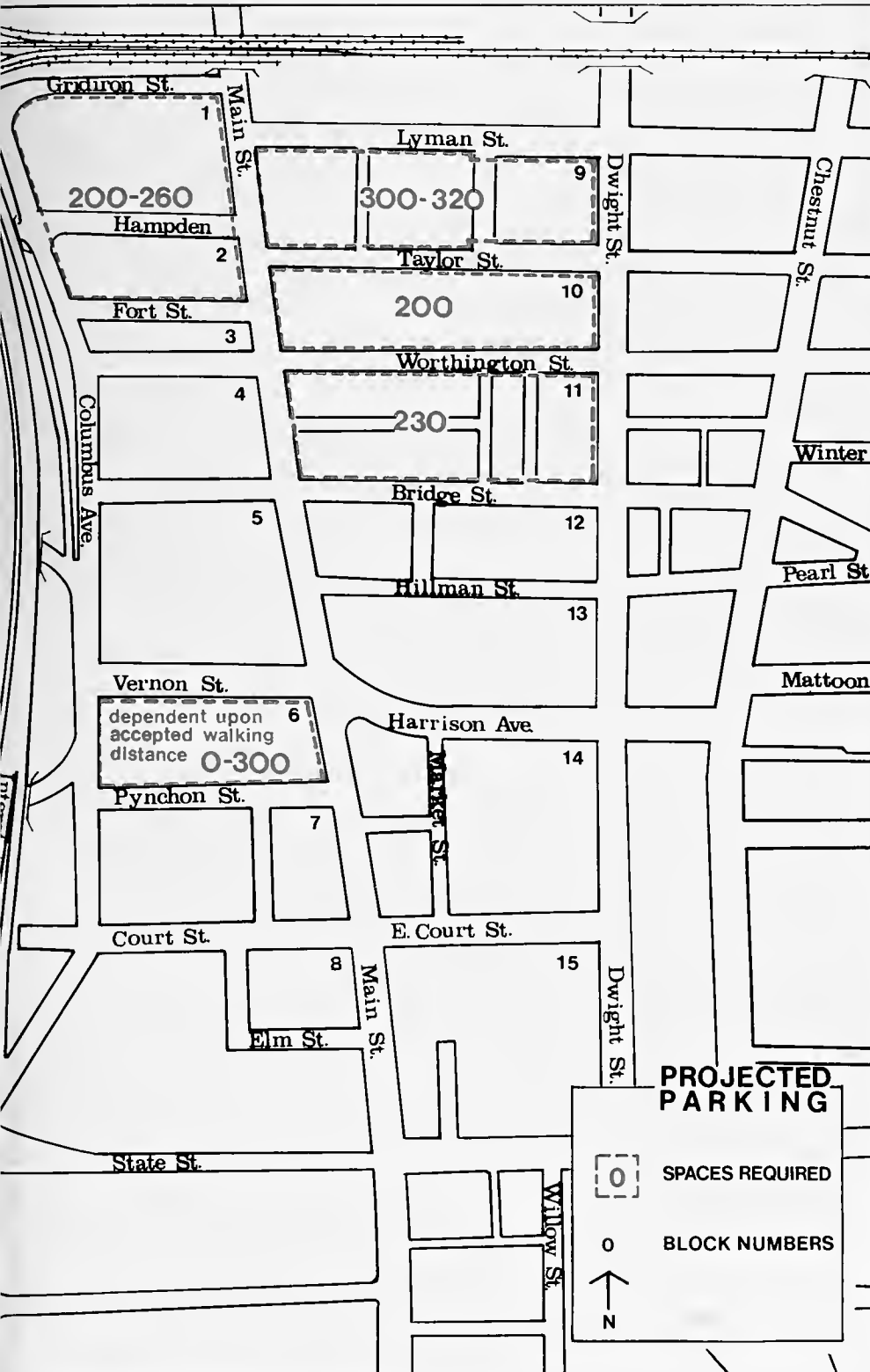
SOURCE: ALAN M. VOORHEES & ASSOCIATES, INC. LAURENCE M. BAIN

is studying the feasibility of an overall parking management system. The City would build needed parking lots and decks and subsidize inexpensive or free rates. It would coordinate, through a privately contracted management service, the operations of all Downtown parking spaces. Buffalo has used such a system successfully for several years. In Springfield, it could mean that the City would be responsive to Downtown's changing parking needs.

A Pedestrian-Oriented Downtown

When this transportation plan is executed, Downtown will not only be an easier place

to reach, it will be a more pleasant place for the pedestrian. The decentralized network of parking facilities will permit the shopper, office worker, or theatergoer to park close to his destination. Walking will become an enticing experience when the Main Street Mall is finished, when sidewalks and alleyways are made more attractive, and when park spaces are upgraded. Restricting cars from Main Street and some side streets will reinforce Downtown's pedestrian-oriented environment. The proposed landscape improvements will make the foot the leading mode of transportation around Downtown.



PLAN INDICATING PARKING NEEDS AND PROJECTIONS

BON APPÉTIT

The Deli
at
Chestnut West

Sandwiches
Gourmet Foods

Come see us for your
Fruit Basket
and Party Platters!

and
NOW
BON APPÉTIT, TOO

our new deli
restaurant will
seat 75 people
and serve the most
delicious
deli food in town.

*
also we have a large
selection of
beer and wine
* to go

COME IN, ENJOY
CHESTNUT TOWERS
732-0873

LAURENCE M. BAIN

SOURCE: ALAN M. VOORHIES & ASSOCIATES, INC.



we've only just begun

The birth of Baystate West marked the real beginning of a dream for a healthy and prosperous Downtown Springfield.

The dream has now been realized as evidenced by the growth of Baystate West with its 56 quality shops, with near total occupancy of the Valley Bank Tower by many of the area's most prestigious Companies, and more recently, with the Four Star rating enjoyed by the Marriott Hotel. And, we've only just begun.

We like to feel that our pioneering spirit and belief in the future of Downtown has served as part of the inspiration for its master plan.



BAYSTATE WEST

SPRINGFIELD CENTRE

The Morning Union

VOL. 115, NO. 24

SPRINGFIELD, MASSACHUSETTS, TUESDAY, JANUARY 31, 1978

34 PAGES

15 CENTS

Springfield's master plan unveiled

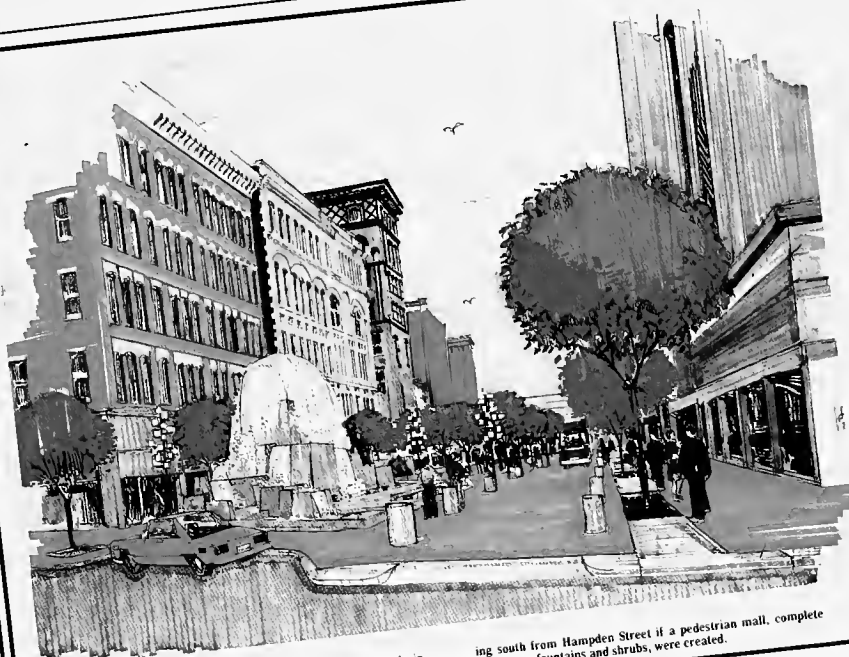
*Greenery,
open space*

Springfield Daily News

15 Cents

Tuesday, January 31, 1978

Late City



MAIN STREET OF TOMORROW — This architect's sketch, in the proposed master plan, shows Main Street as it would be look-

ing south from Hampden Street if a pedestrian mall, complete with trees, fountains and shrubs, were created.

Downtown

It was a long time coming, but the master plan for development of downtown Springfield was unveiled before the City Council Monday night.

Some were skeptical. But others saw the plan as a means of pumping new life into the city, and the proposals realistic if Springfield continues the dedication and hard work which produced the plan itself.

The master plan story appears below, with more details on Pages 10 and 11.

We're Proud to Be Partners in Progress

Tuesday, January 31, 1978, was a great day for Springfield. The city's master plan for downtown redevelopment was unveiled to bring the dream of a new metropolis one giant step closer to reality.

The Springfield Newspapers — the Morning Union and the evening Daily News — both featured the story, illustrated in full color, on

their front pages, and applauded the master plan's downtown concepts editorially as well.

Our involvement with Springfield's progress goes far beyond the printed page. We support Springfield Central Business District, Inc. and pitch in personally, too, when there's work to be done. We believe that a better Springfield will be better for us all.

The Springfield Newspapers

• Morning Union • evening Daily News • Sunday Republican
Largest Newspapers in Massachusetts Outside Boston

In the recent ebb and flow of the economy,

The present program for revitalizing Downtown is a comprehensive plan which will dovetail the existing infrastructure with new developments. Investment must be broad-based (throughout the CBD) and in varied sectors of the economy (for instance retail, residential, commercial and entertainment) to create a healthy, stable Downtown economy. The aggregate economic impact formula is rather simple: investment creates *jobs, taxes, and*

The most important result of a successful revitalization is the creation of permanent long-term employment opportunities. It is inevitable that new jobs will be created through expansion or location of new businesses in the Central Business District. Although it is impossible to predict the number of new employees accurately at this point, utilization of existing space and planned new construction has the potential of adding over 10,000 new jobs Downtown in the next few years. (As a barometer, the Baystate West complex has a working population of approximately 4,000). That increase in jobs means an additional \$100 million in wages. The potential is there to



double the present working population in the Downtown area, making it the most labor intensive district in Western Massachusetts with a \$200 million payroll. The new jobs will be in diversified fields, including retail, light industry, recreation, government, tourism and convention, office, and professional. The variety of the jobs created will provide employment opportunities for a sizeable cross section of the Springfield metropolitan area's labor market.

The Downtown tax base has eroded in the last 25 years. In 1950 the area bounded by the Arch, Chestnut Street, Bliss Street, and the river contributed 25% of Springfield's real estate tax revenue. Changes in the development pattern of the city, demolition of Downtown buildings, and a high vacancy rate in those that remain have reduced that figure by 60%. Rehabilitation work and new construction will substantially increase the tax income from the CBD. A conservative estimate is that Downtown could provide 15% of the city's total tax revenue.

Upgrading the real estate in the center city and stabilizing the tax base will eventually relieve some of the burden borne by residential taxpayers. To illustrate, the Third National Bank on Main Street pays \$147,225 in taxes, or \$12/sq. ft. on 11,000 square feet. A single family home on a residential lot the same size would pay about \$1,500 in taxes. Prime Downtown land can contribute as much as 100 times the taxes of residential property.

Downtown merchants are primarily concerned with the sales impact of revitalization. An improved environment attracting more people and an increase in residents and employees will combine to improve the Downtown retail situation. Planners anticipate a substantial increase in the number of retail establishments. The addition of businesses complementing existing concerns will enlarge the present market. Should the merchants follow through with effective promotions, store improvements, and aggressive marketing, their sales could reach the highest point in years. Service industries (ticket sales, repairs, dry cleaning and travel agencies, to name a few) will correspondingly benefit. Springfield Central estimates that Downtown sales could double after the implementation of the Master Plan.

Downtown revitalization has a multiplicity of positive effects on the city and area. Economic growth has a far-reaching regional impact. It is one of the most important and tangible reasons why we should continue to renew our city.

Good Art is Good Business

Plans for revitalizing Downtown Springfield include markedly increasing private and community art festivals and performances. Few people would dispute the idea that cultural institutions and the arts in general enhance the quality of life in a community. But many people question whether there are any tangible economic benefits to be derived from them.

Evidence is accumulating that the answer to that question is a resounding "Yes." Atlan-

ta Mayor Maynard Jackson has stated on behalf of the United States Conference of Mayors that "Every dollar spent on arts activities is multiplied four times in related expenditures." David Cwy, a Johns Hopkins University economist, determined that eight arts institutions in Baltimore generated almost \$30 million of business regionally in 1976.

In March, 1977, University of Hartford economists John Sullivan and Gregory Wassall published a study concluding that arts activities were responsible for bringing \$70 million to Connecticut's economy in 1976. This was 2.4 times the direct spending by the arts institutions that were studied. In addition, 5,926 jobs in 25 other industries and \$2.5 million in state and local taxes were directly attributable to the economic activity generated by arts organizations.

The most recent data for Massachusetts is contained in the 1972 Becker Research Corporation study commissioned by the Council on the Arts and Humanities. Their report determined that the total impact of art activities on the state's economy was \$71 million and 10,000 jobs. The study ranked Massachusetts first in the nation in "environment for culture" and cited this as a major attraction for businesses relocating in the state. The Council has retained Dr. Wassall to update this study and his findings will be published in the fall.

The National Endowments for the Arts and Humanities granted more money to organizations in Massachusetts in 1977 than in any other state except New York. Massachusetts is again second to New York in its number of "arts-producing" organizations (over 1500) and has more writers and architects than any state in the country. Nancy Varga, Director of Public Information for the Commonwealth's Council on the Arts and Humanities, feels that "It's time that the arts industry in this state is perceived as an industry that pays for itself."

The arts have been consistently supported in Massachusetts (and elsewhere) for reasons beyond mere dollars. Their patrons have been satisfied with the inspiration and enjoyment the arts bring to their lives. Perhaps the inescapable conclusion that "Good art is good business" will induce more people to support the arts and to realize the aesthetic satisfaction the arts can bring to their lives.

Fair Assessments Encourage Investment

Taxes seem to be on everyone's mind these days. In Downtown Springfield, municipal officials and businessmen are concerned about the level of real estate taxes. Public officials, who have watched tax revenues from Downtown property decline in recent decades, want to bolster the tax base. Property owners and new investors are discouraged by tax rates that they consider excessive.

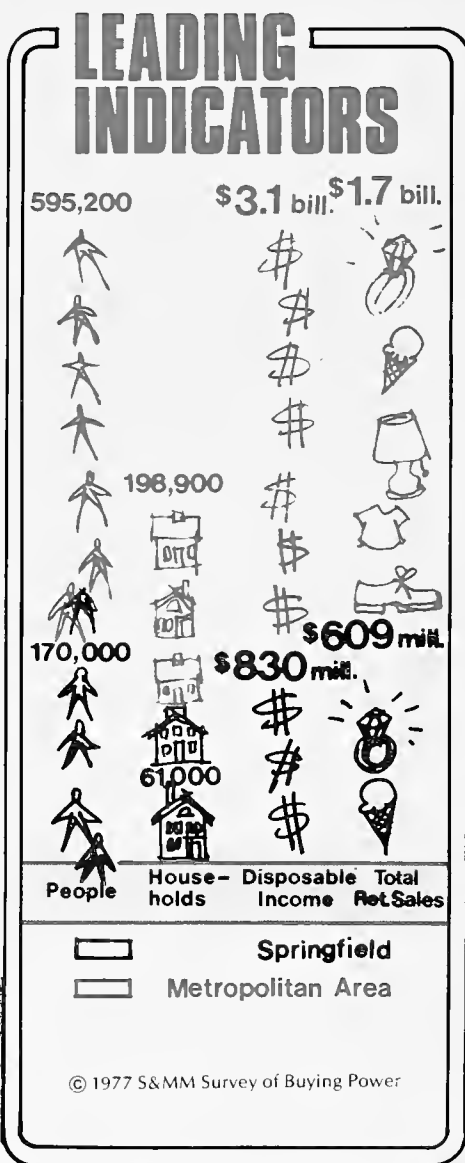
This problem ensued because property assessment values have not been comprehensively updated since 1961. They reflect market conditions that existed in the 1950's. Downtown buildings that today are vacant

have been assessed at the same rate as when they were full 20 years ago.

The City has tried to achieve equitable tax rates for Downtown property through several means. The most widely applied method has been tax abatements. Over the last two years, the Board of Assessors has granted abatements totaling \$2.9 million to property owners who have submitted applications. Abatements have been granted to 25% of Downtown properties, primarily vacant buildings.

The City has also shown a willingness to negotiate a sound tax figure for new projects on a handshake basis or by formal contract based on Massachusetts Chapter 121A legislation. This tax law permits cities to fix a long-term schedule of tax payments for new developments. The Baystate West complex, for instance, took advantage of this legislation.

Fair tax assessments for Downtown property will stimulate new investment and thus increase future tax revenues. A solid Downtown tax base will hold down tax rates for homeowners and provide ample funding for the municipal budget.





SPRINGFIELD CENTRAL DIRECTOR MARCHETTI (left) AND PRESIDENT RYAN

SPRINGFIELD CENTRAL

"Now Gang"

There comes a time in the life of every city when a combination of forces demands that attention and action be focused on a particular subject. In this case, the subject is Downtown, the city is Springfield, and the time is Now. Spearheading the attention and action is the Now Gang from Springfield Central.

Springfield Central was born as the Springfield Central Business District, Inc., in the 1960's. It achieved initial success promoting the creation of Baystate West, but became relatively somnolent thereafter. It remained so until October, 1976, when the business community, realizing the extent of Downtown Springfield's problems, regenerated the organization.

In the last two years the "Now Gang" has sparked the cause of revitalization on a number of levels. President Charles Ryan and executive director Carlo Marchetti have held weekly meetings with Mayors Sullivan and Dimairo. They have persuaded the business community of the necessity of revitalizing Downtown. Other staff members have presented Downtown plans and ideas to community groups to receive their input. Springfield Central has sponsored festivals, exhibits, and presentations of all sorts to bring people back Downtown. The organization has contacted developers to interest them in Downtown properties. A corollary agency, City Spirit, has stimulated arts activities and encouraged their acceptance throughout the city. Most importantly, Springfield Central has served as an effective liaison between the public and private sectors.

As its functions and responsibilities have multiplied, so have Springfield Central's Board and staff. Its Board of Directors now includes 37 members from high school students to State Representatives.

The staff (in addition to Marchetti) includes associate directors Jim Houghton and Jim Madden, Audrey Gula, Barry Christman, Jim O'Connell, Mike Graney, Lyn Gelinas, David Bremer, Ed Verney, and Maxine LaRoche. A number of student interns and



SPRINGFIELD CENTRAL DIRECTORS: l. to r., CARLO MARCHETTI, EXECUTIVE DIRECTOR, JAMES HOUGHTON, ASSOCIATE DIRECTOR, JAMES MADDEN, ASSOCIATE DIRECTOR



SPRINGFIELD CENTRAL STAFF: (Front row, l. to r.) DON ROY, DAVID BREMER, PAM HAYNES, MAXINE LA ROCHE, ED VERNEY (Rear, l. to r.) MIKE GRANEY, LYN GELINAS, BARRY CHRISTMAN, JIM O'CONNELL, AUDREY GULA

various consultants have contributed to the swirl of activity in the office.

Recently Springfield Central moved from 31 Elm Street to 338 Worthington Street to take part in the revival of the North Blocks. Its new home demonstrates how an old industrial or commercial building can be recycled as inexpensive and attractive office space. Springfield Central invites the public to visit its renovated quarters and become involved in its innovative work.

Contributing Members of Springfield Central

Ala-Vel Industries, Inc.
 American District Telegraph
 Atlas Window Cleaning Company, Inc.
 Bay State Gas Company
 Bracci Travel World
 Brooks, Mulcahy & Sanborn, Attorneys
 Bulkley, Richardson, Ryan & Gelinas, Attorneys
 C. & W. Realty Company
 Edward L. Canter, Inc.
 Community Savings Bank
 Coopers & Lybrand
 Court Square Spa
 Morris Dane, CPA
 Mr. John Dinapoli
 Egan, Flanagan, Egan, Attorneys
 James F. Farrell, CPA
 Freedom Federal Savings & Loan Association
 Friendly Ice Cream Corporation
 Richard M. Gaberman, Attorney
 Gage-Wiley & Company, Inc.
 General Offset Printing Company, Inc.
 Gilmore Associates, Inc.
 Graphic Arts
 James C. Haberman, Inc.
 Hampden Savings Bank
 Harlan's Shoes
 Johnson's Bookstore
 Mr. Armand Joubert
 Kamberg, Berman & Hendel, P.C.
 Kidder, Peabody & Company
 Kittredge Hotel Supply
 Merrill, Lynch, Pierce, Fenner & Smith, Inc.
 M & S Tomato
 MacMillan & Son, Inc.
 Main LaFrentz & Company—CPA
 Main Music
 John E. Mann Agency/Massachusetts Mutual Life Insurance Company
 Mr. Lionel Martel
 Massachusetts Mutual Life Insurance Company
 Milton Bradley Company
 Monarch Life Insurance Company
 New England Telephone & Telegraph Company
 Daniel O'Connell and Sons, Inc.
 Old Colony Bank of Hampden County, Inc.
 Palmer, Goodell & Keeney
 Pension Associates, Inc.
 Peter Pan Bus Lines, Inc.
 Pioneer Supply Company
 Dr. Robert Rodman
 Samuel D. Plotkin & Associates, Inc.
 Preston & Olmstead, Inc.
 Security National Bank of Springfield
 Shatz, Schwartz and Fentin, P.C.
 Shawmut First Bank & Trust Co.
 Sir Speedy of Springfield, Inc.
 Smith & Wesson/Div. Bangor Punta Operations, Inc.
 Springfield Institution for Savings
 Springfield Newspapers
 Stearns Building & Realty Trust
 Steer-O-Master Safety Service, Inc.
 Albert Steiger Company
 Student Prince Cafe, Inc.
 Third National Bank of Hampden County
 Toros Omartian & Sons, Inc.
 Union Federal Savings & Loan Association
 United Co-operative Bank
 Valley Bank & Trust Company
 Weigel Travel Service, Inc.
 Western Massachusetts Electric Company
 Wilson, Keady & Ratner, P.C.
 W. F. Young, Inc.
 WWLP Springfield Television Broadcasting Corporation

What's It Going To Cost?

Downtown revitalization will become a reality only if sufficient money is available to finance it.

Fortunately, Springfield has formulated an effective funding strategy this time around.

Cooperation between the public and private sectors is the backbone of the strategy. Projects undertaken by one sector leverage projects by the other. The City, for instance, has promised that it will finance needed public improvements to Market Street once a developer commits himself to the Main Market Plaza project.

The total commitment estimated to complete the developments described in the Master Plan comes to about \$140 million. Private investment will reach \$100 million. The developments range from multi-million dollar projects like an SIS office-retail complex on Parcel #3 and rehabilitating the Forbes and Wallace Building to the small-scale refurbishing of storefronts in the North Blocks. The federal, state, and city governments will spend about \$40 million on such things as malling streets, building new parking facilities, renovating the Municipal Group, and erecting the new Federal Building.

To get Downtown revitalization projects off the ground, each party must be willing to make concessions. The City has assented to set reasonable tax rates which will not hamper the developments' profitability. The city's financial institutions have decided to make loans for developments available at lower than market rates. Developers have expressed a willingness to lower their rates of return during the initial phase of the projects. After the developments have established clear profitability, the tax rates and loan terms may be renegotiated.

The source of money for many developments will be the \$17 million mortgage pool which has been formed by Springfield financial institutions. This money will be available for projects which cannot be financed at conventional rates. When the costs of a pioneer project like the Kennedy-Poli housing or Main Market Plaza are higher than the developer can meet with market-rate loans, he will be able to obtain a loan from the mortgage pool at less than normal interest rates. The rate and term of the loans will be determined on a project-by-project basis (as will the tax rate), depending on what rates are necessary to make the development work.

Thirteen Springfield financial institutions are participating in the mortgage pool: Massachusetts Mutual Life Insurance Company, Monarch Life Insurance Company, Springfield Institution for Savings, Valley Bank, Third National Bank, Community Savings Bank, Freedom Federal Savings, Union Federal Savings, Shawmut First Bank, Hampden Savings Bank, United Co-operative Bank, Security National Bank, and Old Colony Bank. The size and type of their commitment is unparalleled in any comparably sized city in the nation. The participating institutions have indicated that they will make more money available when the existing mortgage pool is used up and new projects are in need of low-interest loans.

Another method of funding difficult to finance projects is floating tax-exempt bonds. The City and Springfield Central have prepared legislation to create a private non-profit agency to float the bonds, which would be pegged at one or two points below prevailing interest rates.

For financing the establishment of new businesses and the expansion of old ones, bank loans will be available. Loans guaranteed by the federal Small Business Administration (SBA) can be used for starting small businesses which cannot put up necessary collateral.

The Master Plan includes numerous publicly-financed projects. Although the City is planning and coordinating them, most of the funds will come from federal and state government. Already the City has used federal Community Development Block Grants to great advantage Downtown—for restoring Court and Stearns Square, creating Riverfront Park, Pynchon Plaza, and Armoury Common, and operating the facade grant program. Springfield has also received a \$4.5 million Economic Development Administration (EDA) grant for refurbishing City Hall and Symphony Hall.

For malling Main Street and making further street improvements, the City will seek funds from Urban Mass Transit Administration (UMTA) and Urban Systems, both administered by the Department of Transportation.

Since all public projects in Downtown have not yet been designed, their funding sources

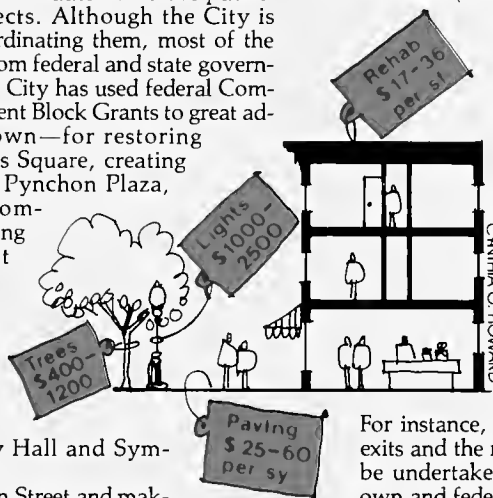
have not been designated. There are numerous funding programs which may be utilized, among them Community Development Block Grants, EDA grants, and Department of Interior Historic Preservation Grants. A new source of funds is the Urban Development Action Grant (UDAG), administered by the

Department of Housing and Urban Development (HUD). This grant is made for individual projects which will induce private investment. Additional federal funds may be made available for urban revitalization if Congress passes legislation recommended by President Carter.

The state will also play an important role in funding public projects Downtown, since it jointly administers grants to local communities with the federal government.

For instance, the improvements at the I-91 exits and the rotary under the highway will be undertaken by the state using both its own and federal funds.

The key to obtaining federal and state aid is having a workable, carefully prepared Master Plan. With the Master Plan presented within these pages, Springfield should prove that any money targeted for Downtown revitalization will be well spent.



COMMUNITY DEVELOPMENT FUNDS

Since 1974, Springfield has had unprecedented flexibility in spending federal funds. In that year, the Community Development Block Grant Program replaced many separate grants made by the US Department of Housing and Urban Development (HUD) to communities. The new single grant program gives localities flexibility in setting their own funding priorities within the framework of a Community Development Plan. In the first three years of the program, from 1975 to 1977, Springfield received \$27 million. With the extension of the Community Development Block Grant Program into the following three-year period, Springfield has been allocated an additional \$18 million.

The mayor, with significant input from the public, determines how these federal funds will be spent. Public hearings are held throughout the city to involve private citizens in the planning process. Those neighborhoods which qualify as community development areas elect representatives to neighborhood councils. These councils work closely with Planning Department staff to develop programs for neighborhood improvements.

The ideas suggested at public hearings and by neighborhood councils are then examined and translated into projects by the Commissioner of Community Development, Stephen Pitkin, and the Planning Department. The staff of the Planning Department often formulates pro-

jects which it presents to neighborhoods for their opinions. After the various proposals are molded into a workable program and costs are ascertained, the overall plan is submitted to the mayor and city council. If their approval is gained, the City's plan is then submitted to state and regional planning agencies and eventually to HUD for the final go-ahead.

The projects funded through the Community Development Block Grant program are geared toward neighborhood revitalization, economic development, and public improvements. In the Winchester Square, Memorial Square, Indian Orchard, and South End areas, CD funds have been used for housing rehabilitation, neighborhood centers, historic preservation, parks, social services, and organizing neighborhood councils. Three new Downtown parks have been funded through this program—Pynchon Plaza, Riverfront Park, and Armoury Common. Community Development monies will be used to restore Court Square and Stearns Square. They will pay for pedestrian-oriented improvements such as refurbishing Court House Walk. Downtown's facade grant program is also CD funded.

The success of the Community Development Block Grant Program has proven that the people who live in a city can best determine how to improve it.

The Next Big Announcement?

In the summer of 1977 Springfielders were awaiting word on whether the Mondev Corp. would develop Parcel 3 (Main/Harrison block) and provide Downtown with its first major renewal project since the Civic Center was completed five years before. The fateful decision turned out to be negative, ending three years of expectant hope.

Doubts about the future of Downtown Springfield returned. But ideas about another project, smaller in scale than Mondev but just as significant, were germinating. The newly reborn Springfield Central conferred with architect Tim Anderson about a block of seven buildings along Main Street between Harrison Avenue and East Court Street.

Three of the buildings were totally vacant and a fourth almost completely so. They formed a depressing void in the middle of Downtown. Springfield Central acquired the vacant buildings by mid-1977. Anderson formulated a plan that would combine the seven buildings with four others behind them across Market Street into a single banking/office/retail complex. Springfield Central then sold the three vacant buildings to Main Market Plaza, a syndicate representing the existing businesses in the block (Third National Bank, Johnson's Bookstore, Union Federal Savings Bank, Community Savings Bank, Monarch Life Insurance Company, and Hampden Savings Bank). The syndicate promised to study Anderson's plan in anticipation of developing the block.

The plan entails mallng Market Street and covering Townsley Avenue (the alley running from Main Street to the Civic Center Garage between the Brigham's Building and the Union Trust Bank Building). Interior walkways would link the buildings on two levels, passing around the bank offices and through new retail establishments. The retail spaces would be smaller than those the buildings were originally designed for. Stalls, boutiques, and cafes would open onto the walkway and malled streets. Food would be featured from small stands to a first-class restaurant on the mezzanine of Union Trust. The open spaces would be designed to appeal to the pedestrian. Art exhibits, plantings, kiosks, and comfortable seating would provide a pleasant setting. The upper floors of the buildings would be reserved for offices. The provision of a theater,



MAIN MARKET PLAZA BUILDINGS ON MAIN STREET

hotel, or additional retail space is possible on the parking lot at the corner of Market and East Court Streets. The entire project would include 100,000 square feet of floor space. Parking would be available in the nearby Civic Center Garage. The City made it clear that it would finance the street improvements necessary to support the project.

All of this was understood one year ago, but nothing has happened. The syndicate has been reluctant to develop the buildings according to Anderson's plans. The project is undoubtedly complex. Anderson cannot name a similar project in the country which combines so many buildings of varied style and function into a single complex. The development syndicate is a complicated organization itself. The six members have differing opinions on many details of the plan. Springfield Central and City Hall are also involved in the development process, as they are in every Downtown project. The inclusion of so many institutions in the development stage has made it difficult to reach a consensus.

Despite these impediments, the project could easily be underway if the syndicate were not unsure of its ultimate profitability. The developers feel too much floor area may be devoted to open space instead of being put to profitable retail use. They are also uneasy about the unconventional retail arrangement of small shops, stalls, and booths. They question the organization of the complex, feeling that certain components may not be in a profit maximizing location.

Architect Anderson and officials of Springfield Central have attempted to assuage these worries. They indicate that pleasant pedestrian space is an attraction in itself and will generate enough floor traffic to support the complex. They point out that a similar retail arrangement has proven successful beyond all expectations in Boston's Quincy Market. They feel that the complex will be aesthetically pleasing, promising to attract shoppers and diners irrelevant of specific locations.

An expectant public anticipates that Main Market Plaza could do for Springfield what Quincy Market does for Boston and the Civic Center Shops do for Hartford. The developers avoid such comparisons, but the similarities cannot be easily dismissed. The open spaces, the food orientation, the commitment to quality products, the small shops—Quincy Market's formula for success. The proximity to a major arena, the importance to the overall Downtown revival, the lure of shoppers to the city—the Civic Center Shops' role in Hartford's revitalization. Attempting to emulate either of these ventures is worthwhile since they are probably New England's two most successful retail experiments in the last decade.

Still, the project is in limbo. Indications are that the present development syndicate wishes to proceed in a more conventional manner, though no final decisions have been made. Certainly any new retail development would be an improvement over the present situation.

MAIN MARKET

\$12.5 million
Potential Sales

100,000 sf with sales of
\$125/sf/yr



MAIN MARKET PLAZA WILL FILL A VOID PRESENT IN THE DOWNTOWN RETAIL STRUCTURE. ITS SPECIALTY SHOPS WILL SELL QUALITY GOODS WHICH WILL ATTRACT CONSUMERS WHO NOW SHOP ELSEWHERE.

But Main Market Plaza has the potential to provide Springfield with a unique attraction in and of itself, as well as a quality retail center.

This project, now called "Market Place," was officially announced on August 3, 1978. Construction is expected to begin before the end of the year. The lead architects are Tessier Associates of Springfield. Add, Inc. and Charles Hilgenhurst Associates of Boston are consulting architects. The contractor is Fontaine Brothers of Springfield. Richard A. Flier, of Boston, is the marketing expert and project manager.

Backbone of North Blocks

Almost forgotten in the midst of revitalization projects are those people who have been the most instrumental in maintaining what was once a thriving part of Downtown, the North Blocks. Without the dedication of the merchants and businessmen in this area, the streets might resemble those of a barren ghost town.

Many critics insist that the North Blocks is Downtown's biggest liability. They point to the dilapidated buildings, vacant storefronts, disreputable bars, and overall grimy appearance of the area. They maintain that the streets are unsafe after dark, that they are a haven for pimps, hookers, and pushers. To a large degree, these critics are right. Urban blight has crept down Main Street from the Arch, past Lyman, past Taylor, and is attacking Worthington and Bridge.

And yet, the North Blocks still has storefronts with as large and diverse a collection of businesses as any area of the city. In this area, roughly four blocks long and three blocks wide, are several furriers, shoe stores, and optical services. There are jewelers, clothiers, pharmacies, restaurants, repair shops, lending institutions, music stores, rug shops, and art and photography studios and suppliers. In addition, there are a hearing aid service, a store selling religious articles, a bank, an art gallery, a travel agency, and soon, a television station. There is a church whose attendance runs into four figures on most days. There are manufacturers and wholesale distributors. Many professional people maintain offices on upper floors—lawyers, doctors, dentists, architects, realtors, beauticians.

With all this, the North Blocks is but a shadow of its former self. Many of the older merchants can remember the bustling urban center of their youth. All have witnessed the effects of urban decay, an affliction common to central city merchants up and down the East Coast. They understand why so many of their neighbors have left the city or gone out of business. They are also full of ideas about what will bring them back.

The first answer given by these struggling businessmen why Downtown went downhill is outlying malls. People have changed their shopping patterns over the last 15 years, turning away from downtowns and toward suburban malls. Retail patterns have consequently changed. Large chains have proliferated, putting similar stores in every mall across the country. Individual shop owners have felt the squeeze. In Springfield, North Blocks merchants felt an additional squeeze when the Baystate West complex opened. Some store owners moved their concerns off the streets and into the mall. Storefronts were vacated, but a bigger problem for the remaining street-level merchants was that their customers left the streets and moved into the mall as well.

Downtown merchants cite other reasons



ARCHITECT'S RENDERING OF POSSIBLE FACADE IMPROVEMENTS

why their business has fallen off. There has been a lack of visible police protection. Poor maintenance has caused the environment to appear rundown and dirty. Parking spaces are perceived to be inconvenient compared to the free parking provided by malls.

After listening to these complaints, civic and private leaders took steps to address them. Validated parking, the park-and-ride lots, and some free on-street parking have been instituted to make Downtown parking cheaper and easier. Mayor Dimauro has instituted a special Downtown cleanup crew and charged it with extensive maintenance responsibilities. The Mayor has also increased the number of foot patrolmen Downtown. Together with strict licensing procedures, he hopes that these acts will relieve the North Blocks of its crime-ridden image.

The unhealthy image is really the root of all the problems. People are simply turned off by the decaying environment. For years, the merchants had received assurances from city officials and property owners that the area would be turned around. Expectant waiting became cynicism as time went on. But within the last few months, hope has returned. The improvements mentioned above indicate that the City recognizes the merchants' plight. The facade grant program and improvements to

Stearns Square show that the City will continue to help until significant changes are effected. Finally, twin announcements in May indicate that bright will replace blight in the North Blocks. The new Federal Building will be constructed on the block bounded by Bridge, Main, Worthington, and Columbus. Three vacant buildings between Worthington and Lyman will be renovated for housing. These two projects will give a respectable commercial and residential character to the neighborhood and expunge its present desultory image. The new tenants will guarantee merchants a 24-hour market for their services. These renovations will also provide incentives to improve other facilities in the district.

The substantial and continuing commitment to Downtown of Blodgett's Music Store (in business for 80 years), Max Zeller Furs (55 years on Bridge Street), The Student Prince Restaurant (40 years on Fort Street), and other North Blocks institutions too numerous to mention will be rewarded at last. In the future, when Springfielders wonder whom to credit for their bustling and beautiful Downtown, it would be wise to remember the merchants who survived when times were tough and still continue to provide Downtown with its special character.

Front Money

CITY GIVES FACADE GRANTS

In the 1960's, Paris cleaned the facades of its monumental buildings and rediscovered colors and details that had long been obscured by dirt and grime. Now Springfield is doing something similar.

In 1977, the City's Community Development Department allocated some of its federal block grant monies to fund a facade grant program. This program encourages owners of old buildings to clean and restore their facades by paying one-third of the cost of the improvements. The owners must pay the remaining two-thirds and submit their plans for the City's approval. City planners provide professional architectural advice and guidelines for the preservation, restoration, and redesign of facades.

The first four facade grant recipients were Metro Arts on Hampden Street, Ichabod's Restaurant on Worthington Street, the Ideal Typewriter Exchange on Chestnut Street, and the Studio One architectural firm on Stockbridge Street. Work on buildings included cleaning accumulated grime from their exteriors and pointing masonry. These businesses also installed new windows, put up new awnings, and erected signs which harmonized with the rest of the facade. In each case, the exterior improvements led to interior refurbishing.

This partnership between the City and building owners promises to revitalize rundown parts of Downtown and rediscover architectural charm that has been lost for many years. The facades on Bridge Street, for example, can be made to form a cohesive whole if each storefront improvement is fitted into the context of the entire streetscape. Facade work will complement sidewalk improvements in giving streets a facelift.



Digital Paves the Way

A pioneer in the computer industry, Digital Equipment Corporation has also pioneered the return of firms to the city of Springfield.

In the early 1970's, Digital, the world's largest producer of mini-computers, chose Federal Square in Springfield as the site for an "inner city" manufacturing operation using a predominately minority labor force. The Federal Square area desperately needed the job opportunities that the Digital plant would provide. In turn, Digital believed the operation could be a financial success.

The company was right. Digital's Springfield unit, opened in January 1972, has become the company's most important producer of tape decks. A West Springfield plant opened in 1975 and the unit's production doubled in the next year.

Among those who are most pleased with the operation's success is Leroy Saylor, Springfield's plant manager. He has seen the operation grow from 11 persons to more than 800. Sixty percent of these employees are members of minority groups. "The performance of the Springfield manufacturing organization is one of which the entire company is proud," says Saylor.

Digital is strongly committed to Springfield. The company has purchased an additional 6½ acres of land and another building at the Federal Square site. Its labor force will double when the new facilities are ready within the coming year.

Digital's contributions to organizations such as Dunbar Community Center, Harambee Holiday, Early Childhood, and Northern Educational Service indicate a concern for its neighborhood's well-being. Digital also has an extensive scholarship program. As Leroy Saylor says, "We're here to stay."

Security Bank Gets a New Face

The Security National Bank is planning some ambitious improvements to its north Main Street office. The bank's interior will be remodelled, its facade redone, and the adjacent building readied for future expansion.

The new facade, constructed of granite

SKETCH OF NEW SECURITY FACADE



COURTESY SECURITY NATIONAL BANK

and aggregate mix, will correspond to the present facade, guaranteeing architectural harmony. The bank presently leases the adjacent building, but this building will be incorporated into the new design in order to preserve a unified front when expansion takes place.

Security has received the cooperation of the City. Its exterior plan was approved by the Planning Department, qualifying it for a facade grant. The City has agreed to make sidewalk improvements and install plantings. The addition of a new bus shelter will complete the turnaround at Main and Hampden. The total cost of the project is \$400,000.

This project indicates how modest investment coupled with community cooperation can easily achieve a renewed streetscape.

Retail Renaissance

From a rare old book to a new fur coat, Downtown Springfield's stores offer quality goods that draw customers from across Western New England.

Downtown merchants have made their mark with Greater Springfield's 585,000 residents. Now, they want to provide a shopping-day experience offering the excitement of a trip to Boston or New York.

The opening of the Baystate West shopping mall was a significant step in making Springfield that kind of retail center. In addition to a varied selection of shops, the two-level mall provides lively public spaces for meeting friends, listening to concerts, and viewing exhibits.

Baystate West has been quite a success. Its revenues per square foot exceed the national average for shopping malls. A trip through the 56 crowded stores on a typical shopping day makes statistics unnecessary.

From Baystate West it is only a short "air walk" over Main Street to Steiger's Department Store. Nearby stand well-known specialty stores—jewelers, furriers, men's and women's clothiers, music shops, bookstores, studios, and galleries.

A survey of Downtown shoppers in July 1977 indicated they want more Downtown. Another full-line department store, a discount store, toy stores, more clothing stores for children and mature women, and a farmer's market were all on the shopping list. Since that time both a toy store and a top-line women's clothing store have appeared in Baystate West. Stores in the Main Market Plaza and other new developments are slated to fill the remaining shopping voids.

Downtown's growing number of residents are looking for stores to serve their needs. They prefer shopping Downtown to driving to other neighborhoods for such things as groceries and hardware.

Each new retail opening generates more enthusiasm for the Downtown shopping experience. (See Milestones.) Additional openings will accelerate this trend. Who knows, maybe in 1980, Bostonians and New Yorkers will be jaunting to Springfield for their shopping sprees.

Mass Mutual Returns Downtown

Massachusetts Mutual Life Insurance Co. is returning Downtown after being away for 50 years. The company has moved 200 employees of its Group Pension Division into offices on the 9th and 14th floors of the Valley Bank Tower. Mass Mutual is also considering the purchase of the Forbes and Wallace building to house additional workers. These moves reflect two exciting developments for Springfield—another commitment to Downtown revitalization and an increase in jobs.

Mass Mutual, the tenth largest life insurance company in North America, began business in a one-room office on Main Street in 1851. Its rapidly growing business necessitated a series of moves to larger quarters. An eight-story building at the corner of Main and State Streets, constructed in 1908, was supposed to be the company's home for "a thousand years," but only 19 years later Mass Mutual moved to its present home on upper State Street.

Over the years, Mass Mutual has become the leading employer in Springfield. It is still increasing its payroll. When the state legislature phased out discriminatory taxes in 1977, Mass Mutual began expansion plans. The company announced the hiring of 285 new employees simultaneously with its transfer of 200 employees to the Valley Bank Tower. The improved business climate in the state is proving a boon to both the local economy and urban revitalization.

Convention Business in Springfield

Last year, the convention business poured \$15 million into the Springfield economy, a sharp increase over the 1972 figure of \$2

Employment

Sometimes the good news gets pushed to the back pages. Recession-caused layoffs made Springfield headlines in 1974, but there has been little fanfare about the fact that the total labor force in Greater Springfield is at an all-time high.

The unemployment rate has fallen from 15.5% in June, 1975, the highest point since the Great Depression, to 4.6% in November 1977, two percentage points below the national average.

Springfield business and labor leaders realize aggressive development is needed for New England to maintain its share of industrial jobs. Northeastern manufacturers have been suffering for decades. Firms must make do with old machinery and physical plants. Energy costs are high. The sunbelt beckons.

A group of Springfield businessmen foresaw these problems back in 1960. They formed the Springfield Area Development Corporation, a non-profit private development group, to attract



THE MARRIOTT HOTEL IS EXPANDING ITS CONVENTION FACILITIES

million. Springfield hosted 175 conventions in 1977, including the Veterans of Foreign Wars, the Jehovah's Witnesses, and the National Association of Postmasters. The Convention & Visitors Bureau estimates that 170,000 delegates came to Springfield during 1977.

Springfield has become a popular convention city because it is easily accessible by car, bus, plane, and train. It offers plentiful meeting facilities, fine overnight accommodations, and entertainment for the entire family. Jerry Healy, director of the Civic Center, boasts that his complex can handle meetings for as many as 15,000 people in its meeting rooms and arena. The nearby Baystate West complex is one of many Downtown locations that afford convention delegates convenient dining and shopping.

Lower prices and a secure atmosphere also contribute to Springfield's success in attracting conventions. Convention expenses in Springfield run 25-40% lower than in some major cities in the United States. Springfield

conventioners quickly learn to feel comfortable and at ease in the city. In fact, 30% of them have returned to the city for other conventions, well above the national average of 5-10%.

The convention business is booming in Springfield, but Paul Gardell, president of the Convention Bureau, believes that it "will peak in the next few years unless Springfield gets another major hotel."

The existing hotel accommodations are insufficient to utilize fully the Civic Center complex. Gardell emphasizes that the new hotel must be "an attraction by itself, with proper management and an aggressive sales force." He envisions a hotel complex with connections to Baystate West and the Civic Center.

This new development would enable Springfield's convention business to continue its vigorous growth. And it would enhance the opinions that convention delegates have of the city.

ent Outlook Bright

and retain jobs. The SADC has developed three industrial parks (Memorial, Industry East, and Progress) and a food distribution center for supermarkets. Through their efforts, 14,000 jobs have been maintained and \$2.3 million has been added to the city tax rolls. They have taken advantage of this area's well educated, highly skilled, and technologically sophisticated labor force.

The total labor force in the Springfield area is now approaching 225,000 workers. The diversity of the economic base of the region, particularly in the manufacturing sector, ensured a recovery from the recession and employment increases since then. A look at some of Greater Springfield's leading employers proves the point: Mass Mutual Life Insurance, Moore Company, Smith and Wesson, Milton Bradley, Monsanto, American Bosch, Buxton, U.S. Envelope, Diamond International, Digital Equipment Corporation, Breck, Friendly Ice Cream, and

G. & C. Merriam. A wide range of job opportunities exists at these and countless other firms in the Springfield area.

Meanwhile, the Commonwealth of Massachusetts, once considered anti-business, has changed its reputation under Governor Dukakis. His administration has implemented a comprehensive economic development policy. It has succeeded in creating a more attractive business climate and has identified urban centers (like Downtown Springfield) and dormant military installations (like Westover) as key employment areas.

The Massachusetts Division of Employment Security estimates that opportunities for employment in the Springfield area will expand during the next several years in the tourist industry, convention-oriented activities, and retail services. Revitalization projects in Downtown Springfield will play a significant role in providing many of these jobs.

MILESTONES

Within the past year, a number of new businesses have opened Downtown. Spurred by Springfield's rebirth, established concerns have relocated or renovated their structures. The general feeling among these business people is that they have gotten a jump on everyone else in Downtown's economic resurgence.

OPENINGS

Multi-Art—Graphic Art and Advertising, Court House Walk. Offers innovative advertising and design ideas in a recently renovated shop.

Alan Golash, Goldsmith—Tradeshop, Court House Walk. Original gold jewelry design, experienced workmanship. Custom orders accepted.

Eduardo's—Restaurant, Apremont Triangle. The interior of the restaurant replicates a small restaurant in Apremont, France. Required reservations assure an evening of relaxed dining.

Edelweiss—Restaurant and Bar, Apremont Triangle. Opened in a location that has housed a restaurant for 40 years. Live mellow music at night.

Bon Appetit, Too—Delicatessen, Chestnut Towers. The deli, an extension of Bon Appetit at Baystate West, features deli sandwiches, gourmet foods, fresh fruit, and an old-fashioned penny candy cart.

R. Adam Shuman and Adamsphere—Hair styling salons. Metro Arts, Hampden Street. The restored 1890's factory is the setting for two salons decorated in contemporary European style.

Kysers—Restaurant, Corner of State and Main Streets. A low-cost, serve-yourself eatery featuring two daily luncheon specials. Offers hot ethnic dishes.

Tilly Haynes—Restaurant, Pyncheon and Main Streets. To open fall, 1978, it will specialize in homemade soups and fresh salads. Wall space will host a mini-gallery of local artists' work.

RELOCATIONS AND RENOVATIONS

Yogi's—Restaurant, Baystate West. Known for its frozen yogurt, Yogi's has expanded into a full-service restaurant located in Baystate West.

Cannon Design, Inc.—Architectural Firm, Apremont Triangle. A firm believer in relating architecture to the streets, Cannon Partnership has recently moved offices to a renovated street-level location at Apremont Triangle.

Stonehaven Motor Inn—Hotel, Chestnut Street. The old Stonehaven came back to life, restored its rooms, and reopened its dining room. Located near the Civic Center, it attracts conventioners and tourists.

Ideal Typewriter Exchange—Sales and Service, Corner of Taylor and Chestnut. Ideal Typewriter Exchange took advantage of a facade grant when it moved into its newly renovated quarters.

Studio One—Architectural Firm, Stockbridge Street. These architectural specialists in historical preservation and restoration have relocated their office in a rehabilitated townhouse originally built as a tailor shop.

Springfield & Four County West—Publisher, 175 Maple Street. Similar in style to *New York Magazine*, *Springfield & FCW* features articles on Western Massachusetts activities.



WOODS RELAXING BETWEEN GIGS

SPRINGFIELD NEWSPAPERS MACCANNELL

RENDRA/AYLO



SHUMANS SHEAR IN STYLE

From Newport to Montreux, from the Soviet Union to Japan, Springfield native Phil Woods is an acclaimed jazz alto sax player.

He has played with the Dizzy Gillespie, Count Basie, and Benny Goodman bands, as well as jazz notables Michel LeGrand, Bill Evans, Quincy Jones, and Lena Horne. One of the most sought-after studio musicians, Woods has played back-up to Billy Joel and Steely Dan.

He recently received a Grammy Award for best live jazz album by a group, "The Phil Woods Six—Live from the Showboat." We hope it is only a short while before Springfield hears Woods' sweet-sounding sax again.

Springfield has produced many good basketball players but none as sought after as Mark Hall.

The 6'2" senior led the Commerce Red Raiders to three straight City, Western Massachusetts, and State Basketball Championships, a feat never achieved before in Massachusetts.

Hall has been selected to the All-City, All-Western Massachusetts, and All-State teams since his sophomore year. He is Springfield's all-time leading schoolboy scorer and won the 1978 "Lahovich Award," annually presented to Greater Springfield's best basketball player.

From over 100 college scholarship offers, Hall chose to join previous Springfield star Rick Wallace in the backcourt at the University of Minnesota.

R. Adam and Caren Shuman have parlayed varied backgrounds, world travels, contemporary tastes, and innovative hair styling techniques into two fashionable beauty salons on Hampden Street.

Caren and her husband Adam, an award-winning stylist, designed the salons

themselves with an eye to the best European parlors. He feels that the cosmopolitan air found inside the shops is ready to spill out into the streets.

"If young businessmen were to open more shops Downtown and young customers were to patronize them, there is no reason why Springfield could not be a thriving metropolis like Boston or New York," Adam says enthusiastically.

There is a star in our midst—Sam Scheckter. Currently promotions director at Baystate West, he appeared with Deanna Durbin, Herbert Marshall, Arthur Treacher, and Gail Patrick in the 1938 hit, "Mad about Music."

Scheckter spent ten years playing in vaudeville with the Cappy Berra Harmonica Ensemble. He appeared in theatres from coast to coast, including New York's Palace, Radio City, and the Roxy. His band was also featured on several radio shows.

Scheckter's promotions reflect "that old show biz flair." He still plays and teaches the harmonica.

Play it again, Sam—we know you're mad about music.

"To be born in Springfield, Massachusetts, in the 1920's—well, it was a wonderful place, a cultural place—and a lot of important people have come out of the Connecticut Valley."

So said Dr. Timothy Leary, who advised young people in the 1960's to "turn on, tune in, and drop out" with LSD, after dropping out of his birthplace many years before.

Leary can still recall the motto of his Classical High School principal, William C. Hill, "Don't do that which, if everyone did, would destroy society."

Apparently Hill was unable to instill that motto in all of his students.



POLAK/RADNER

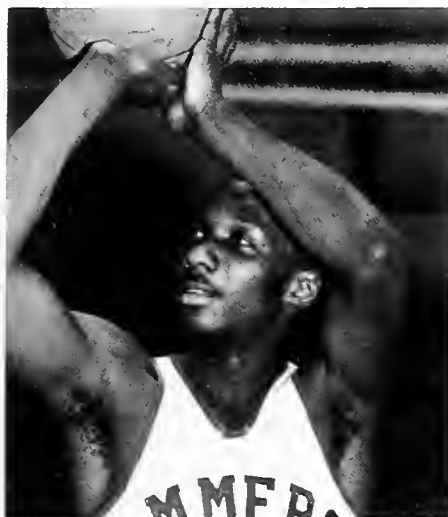
SAM THE HARMONICA MAN



SPRINGFIELD NEWSPAPERS LIBRARY

HIGH PRIEST OF THE 60's

PEOPLE



POLAK/RADNER

LAHOVICH WINNER HALL



SPRINGFIELD NEWSPAPERS USIN

POLAK/RADNER

NBA's O'BRIEN



FATHER JOHN TAKES TO THE STREETS



SPRINGFIELD CENTRAL, INC.

DECEMBER'S CHILDREN

To his old Springfield basketball teammates, he was a player who tried hard but was not quite good enough to make the Cathedral High School teams.

But to the rest of the country, he is Lawrence F. O'Brien, director of John F. Kennedy's successful Senatorial and Presidential races, target of the Watergate burglary as Democratic National Committee chairman, and since 1975, Commissioner of the NBA.

O'Brien regularly visits his old neighborhood around Mattoon Street. "All these people come up to me and say 'Larry, now that you've changed' . . . I think that's a lot of baloney. This is my home and I'm proud of it."

Located deep below the elevator shaft of the Campanile is a tiny closet housing the hydraulic lifts of the elevator. Along one side of the closet is a small twelve note keyboard.

Ruth Winn Brick sits in this room and plays the keyboard which strikes the carillon bells atop the Campanile. In the meantime, the elevator slowly rumbles up its 300-foot ascent and she is unable to hear her own music.

Ms. Brick's music has delighted city crowds on many occasions including Campanile Days and the Community Candle Lighting Ceremony.

Her favorite song? "Downtown."

No, Virginia, you were not seeing double. There were two Santas together on Main Street this past holiday season. Mr. & Mrs. Santa Claus, Frank and Theresa Berselli, doubled the pleasure of shoppers with their cheery greetings and welcome presents. Their sacks were filled with goodies for children and adults.

The Bersellis walked all over Downtown in the weeks preceding Christmas as part of the Downtown Holidays Festival. They did it for the kids.

The streets were cold last December, but Mr. & Mrs. Santa gave them a warm glow. Their holiday wishes and friendly smiles gladdened the hearts of Downtown shoppers, young and old.

Where on Bridge Street can you find an establishment that attracts 9,000 people a week? The St. Francis of Assisi Chapel does, according to Father John, chapel superior. He says so many people are drawn because over 50 Masses are said per week and personal and marriage counseling are available without appointment. He feels that the spiritual leadership provided by the chapel has helped many people overcome problems of city life.

An urban dweller himself, Father John enjoys taking walks around the streets when he leaves his enclosed apartment above the chapel. He is a vocal supporter of improving his neighborhood, economically, physically, and spiritually.



POLAK/RADNER

BRICK PAUSES BETWEEN PEALS
TIME for SPRINGFIELD, 1978



SHOOTING FOR A PEACH BASKET

Thank you, Dr. Naismith

A sweeping slam dunk by Julius Erving. A tricky behind-the-back pass by Pete Maravich. A rugged rebound by Dave Cowens. A devastating Portland Trail Blazer fast break.

Basketball fans all over the world have learned to appreciate the spectacular level at which their favorite game is played. But the next time the Doctor or the Pistol brings you out of your seat with an unbelievable play, take a minute to think about where the game has come from.

Think back to a cold, gray December day in 1891 at the YMCA Training School in Springfield, Massachusetts. Imagine a quiet young instructor trying to interest a disgruntled gym class in a new game to fill the winter void between football and baseball. Picture the gym janitor scurrying around looking for two large boxes to use as goals and finding nothing but a couple of peach baskets. Following that inauspicious debut, James Naismith saw his new indoor game of basketball become an immensely popular international sport.

Don't today's million-dollar pros and their avid fans owe a thank you to Dr. Naismith? Springfield certainly thinks so.

Remembering the Greats

How often can a basketball fan see Bill Russell, Bob Cousy, Elgin Baylor, Red Auerbach, and John Wooden, all in the same place?

Virtually every day of the year in Springfield, Massachusetts. The Naismith Memorial Basketball Hall of Fame, adjacent to Springfield College, commemorates 108 all-time basketball greats amidst colorful and exciting mementos of the game's history.

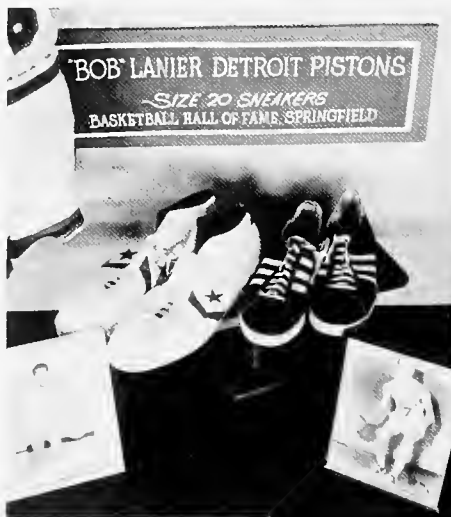
The Hall of Fame tells the entire basketball story. It includes displays on professional, collegiate, high school, and interna-

tional competition. A fan can relive basketball's history from James Naismith and his peach baskets to Eugene Banks, Ron Perry Jr., and other stars of tomorrow. In addition to the vast assortment of balls, uniforms, and sneakers, a stained glass portrait of each inductee appears in the Honors Court. Excellent examples of sports art and an extensive film collection complete the hall's offerings.

Lee Williams, tireless Executive Director, is embarking on a series of improvements to the Alden Street building. His plans for the immediate future include redecorating and adding to the audio-visual collection. Later, he would like to add a new wing.

The Hall sponsors two major events annually in Springfield. In the spring, Enshrinement Weekend honors each year's inductees. In 1978, Paul Arizin, Joe Fulks, Jim Pollard, Cliff Hagen, and John Nucatola were enshrined. The November Hall of Fame game is played by NBA teams on a rotating basis. Springfield fans have seen such stars as Walt Frazier, Elvin Hayes, and Alvan Adams in previous games.

Director Williams says the Hall of Fame is Springfield's "window" to the outside world. "How else do people in Fargo, North Dakota, know of Springfield?" he asks.



SIZE 20 SNEAKERS IN HALL OF FAME

POLAK/RADNER

Breeding of Champions

The City of Springfield's athletic reputation is well established. Springfielders are included in the Halls of Fame of every major sport.

Rabbit Maranville, one of Boston's Miracle Braves, parlayed 26 major league seasons into a niche in Cooperstown. Heisman Trophy winner Angelo Bertelli was elected to the College Football Hall of Fame for his exploits at Notre Dame. Mr. Hockey himself, Eddie Shore, has coached or owned the Springfield Indians almost as long as the Hockey Hall of Fame has existed.

Other local athletes have left their mark on American sports. Former Tech star Vic

Raschi was a strong-armed pitcher for many Yankee championship teams. NFL stars Nick Buoniconti and Joe Scibelli were once high school teammates at Cathedral. Leo Durocher had a tempestuous 50-year baseball career beginning as the shortstop for the St. Louis Cardinal "Gas House Gang" and including managerial posts with the Dodgers, Giants, Cubs, and Astros. Milt Piepul, presently Athletic Director at AIC, was an All-American halfback at Notre Dame before embarking on a coaching career that included several New England stops.

Springfield can claim two of pro basketball's most respected executives as favorite sons. Both NBA Commissioner Larry O'Brien and Denver Nugget president Carl Scheer received their basketball baptism on Springfield playgrounds.

Local colleges have also supplied their share of talent. Basketball stars Julius Erving and Al Skinner, pitcher Mike Flanagan, and football players Greg Landry and Steve Schubert are but five former UMass Minutemen (Redmen) in professional sports. AIC has sent Bruce Laird and Terry Randolph to the NFL and Dave Forbes to the NHL. Major leaguers Wayne Granger and Glenn Adams both hail from Springfield College. Tiny Amherst has had three players make it big in the NFL—Doug Swift, Jean Fugett, and Freddie Scott.

From the sandlots and the playgrounds to the high schools and the colleges, the Springfield area is certainly a breeding ground of champions.

The Bicycle Rage Started in Springfield

What athletic event attracted the largest crowd in Springfield's history?

Not baseball, not basketball, not football, but bicycling.

In 1883, some 32,000 persons gathered at Hampden Park to watch Springfield native George Hendee, the national amateur cham-

NICK BUONICONTI



SPRINGFIELD NEWSPAPERS LIBRARY

pion, beat the world's best racers in the Diamond Bicycle Tournament.

The tournament, regarded as the Kentucky Derby of bicycle racing, was sponsored by the Springfield Bicycle Club. The club additionally suggested bicycle tours, urged construction of passable roads between Springfield and Boston, rated hotels and restaurants, and listed expert bicycle repairmen.

Springfield was also the home of the Warwick Cycle Manufacturing Co., pioneer of the safety bicycle. The safety bicycle, with two equal-sized wheels, made bicycling safe and started a national craze.

Springfield in NHL?

Although Springfield is nationally known as the birthplace of basketball, many feel that it is more of a hockey town. The American Hockey League Springfield Indians have been an integral part of the local sports scene for decades. And after the disastrous collapse of the Hartford Civic Center, the World Hockey Association New England Whalers chose the Springfield Civic Center as their new home. The city's hockey fans, loyal Indians supporters, were asked to support a second team and prove Springfield belonged on the major league sports map.

The 1978-79 season will arrive with a new question, "Which major league will Springfield and the Whalers belong to?" Many WHA clubs have experienced grave financial difficulties over the last few seasons, jeopardizing their future and that of the league. Informed hockey observers feel that some sort of merger with the National Hockey League, besides benefitting the strong WHA teams, would further the interests of professional hockey.

The Whalers have been one of the most successful WHA teams, both on the ice and at the gate. Led by former NHL stars Gordie Howe, Dave Keon, John McKenzie, and Rick Ley, the Whalers are a legitimate contender in any league. With developing youngsters Mark and Marty Howe, Mike Antonovich, George Lyle, and Gordie Roberts, they could be a powerhouse for years to come. The Howe family playing together lends additional gate appeal.

GORDIE HOWE SHOOTS ON GOAL



Should the NHL decide to accept any teams from the WHA, the Whalers would certainly be high on their list. The Hartford-Springfield area has more hockey fans than several NHL cities and Hartford promises to rebuild its arena to a major league 15,000-seat capacity. Perhaps the Whalers' biggest selling point is that the Springfield-Hartford-New Haven regional television market is the nation's twelfth largest, extremely important to a league without a network television contract.

No matter what league the Whalers end up in, they will remain in Springfield until their Hartford arena is rebuilt. With that day at least a full season away, the Whalers are dependent upon Springfield fans to provide a significant share of their audience.

New England's management should seek to capitalize on Springfield's knowledgeable hockey fans as well as Hartford's loyal Whalers fans. Its success will guarantee the New England Whalers a rosy future in any arena in any league.

College of Coaches

Springfield College has a distinguished athletic tradition in virtually every inter-collegiate sport. The Chiefs' impressive record can be primarily attributed to the coaches who devoted their energies to making Springfield an athletic leader.

In the late 19th century, Physical Education Director Luther Gulick hired Amos Alonzo Stagg and James Naismith. Stagg was a star football player at Yale who eventually became a nationally prominent coach at the University of Chicago. He made his coaching debut at Springfield, where he piloted the Chiefs' first football and baseball teams.

Stagg coached Naismith, who, at Gulick's prodding, created basketball to keep Springfield's athletes active in the winter. All three men are members of the Basketball Hall of Fame, and Stagg is also in football's shrine.

The influence of Springfield College coaches on basketball has been extensive. When the game was introduced at the 1936 Olympics, 17 of the 23 national coaches were Springfield graduates. Two coaches, Dr. John Bunn (another Hall of Famer) and Dr. Edward Steitz, have served as editor and national interpreter of the Basketball Rule Book.

Volleyball also owes its invention to a Springfield graduate. William G. Morgan, a football teammate of Naismith, developed the sport in Holyoke shortly after Naismith hung the first peach basket.

Springfield College's tradition of national athletic leadership continues to this day. Two coaches who ended long and successful careers in 1978, Archie Allen (baseball) and Charles E. "Red" Silva (swimming), are in their respective halls of fame, as is gymnastics coach Frank Wolcott.

The real measure of Springfield's coaching success is the uncountable number of National Champions, All-Americans, and major leaguers who have been graduated from the college.

It's good to be Young and in Springfield

It's easy to feel young when you like the town you're in and what you're doing. So, if nobody minds, we at W.F. Young, Inc. would like to raise two small toasts:

First one is to Springfield, for giving us a good place to grow and the people to help us keep growing.

And the second is to ourselves, for being young in spirit even though we'll be 86 years old this year.

This company's full line of products includes:

- **ABSORBINE JR.**
- **ABSORBINE ARTHRITIC PAIN LOTION**
- **ABSORBINE ATHLETE'S FOOT POWDER**

For the veterinary industry there is

- **ABSORBINE VETERINARY LINIMENT**
- **ABSORBINE HOOFFLEX**
- **ABSORBINE FLYSHIELD**
- **ABSORBINE THRUSH REMEDY**

W. F. YOUNG, INC.

111 Lyman St., Springfield 01101

(413) 737-0201



EYEGLASSES
by
FEEN
Opticians
329 Bridge Street
Opp. Stearns Square
Downtown Springfield
737-3303

SPRINGFIELD'S LEADING FURRIER

Max Zeller
FURS

294 BRIDGE STREET
DOWNTOWN SPRINGFIELD
PHONE (413) 733-0982

A "Forum" of Fine Shops and Offices

THE FORUM BUILDING

1537 Main St. • Springfield, Ma. 01103
(413) 733-0982

...
Downtown Springfield opposite
Baystate West

HARD-TO-FIND

MEN'S **SIZES** WOMEN'S

Largest selection in the area

Harlan's
SHOES

280 Bridge Street
Downtown Springfield
Phone (413) 737-5527

**we
move
people.**



**LONGUEIL
TRANSPORTATION, INC**

144 Shaker Road • East Longmeadow, Mass 01028
(203) 745-0194 (413) 525-4571

POLAK/RADNER



ARMOURY COMMONS APARTMENT HOUSE

POLAK/RADNER



RAVOSA PENTHOUSE

City Nominated "All American"

"A" for Effort

Springfield's self-image has not been healthy in recent years. Consequently, many local residents must have been taken aback when Springfield became one of 22 finalists—out of 470 entrants—in this year's All-American City Competition. Sometimes it takes outsiders to recognize a community's accomplishments.

The competition sponsor, the National Municipal League, believes that Americans depend too much on government. We underestimate and underutilize our own resources and capabilities. This competition recognizes private initiative and teamwork in dealing with community problems. It does not try to honor superior municipal administration and services.

Springfield won its All-America nomination because of its citizens' involvement in three major community projects—the revitalization of Downtown, the development of an historic preservation program for over 1,000 properties, and the creation of neighborhood organizations to foster grass roots participation in civic decision-making.

At the All-American City Competition in Denver, Carmenceita Jones, Chairwoman of the Old Hill Neighborhood Council, pointed out that the new neighborhood organizations and the preservation of historic areas are helping to revive many neighborhoods. She emphasized that democratic, widespread citizen activity was the key.

The most publicized instance of private initiative is Springfield Central's efforts to turn Downtown around. This organization, with a broad-based governing board representing corporations, small businesses, labor, education, media, youth, and the arts, is spearheading private involvement in the revitalization process.

Springfield ultimately fell short of gaining

All-American status, winning an honorable mention citation instead. Despite the outcome, Springfield residents must be encouraged that their community revival is being nationally recognized.

Dining in Style

The appearance of new restaurants is one of the most pleasant results of Downtown's revival. Eduardo's, Edelweiss, and Two Mattoon (See Milestones) have enlivened the Apremont Triangle area.

Ichabod's on Worthington Street has become one of Downtown's most popular eateries with its quiche, unusual sandwiches, Sunday brunch, and crowded bar. The Keg, another lively bar, offers a wide range of sandwiches and light meals.

The Student Prince and Fort Restaurant, reputed to be one of the finest German restaurants in the country, is one of the city's oldest dining establishments. In addition to traditional German fare, host Rupprecht Scherff serves fresh vegetables in season, gourmet veal and fish dishes, and some of the city's cheapest full-course luncheon specials.

The large number of Italian restaurants near Downtown is a gastronomic asset. Ciro's, Billy Fiore's, The Lido, Silvano's, and Santi's achieve culinary distinction. Each restaurant has its partisans, who champion their favorite pastas, meat dishes, and wines.

Hotel restaurants include Albert's and Lucky Pierre's in the Marriott, The Quadrangle Tavern in the Stonehaven, and the Oaks Inn in the Kimball Towers.

Good restaurants are one of Springfield's treasures. They provide the perfect starting point for an evening on the town or simply an opportunity to eat good food.



MATTOON STREET



THE STUDENT PRINCE AND FORT RESTAURANT

MODERN LIVING

Downtown Pioneers

In the early 1970's, 19th-century row houses and apartment buildings became fashionable in Springfield. Some astute people recognized that the Victorian row houses on Mattoon Street were an architectural treasure offering a rare opportunity for luxurious central city living. They are still restoring the dilapidated buildings, which set the tone for Springfield residences a century before, to their former handsomeness.

The "brownstone revival" (a national movement that has swept New York, Boston, Chicago, Philadelphia, and many smaller cities) has recovered a great deal of housing in central cities. And it has become a hobby for those renovating the old homes. Mattoon Street resident Ann Henchman says, "It's been a physical and mental challenge to restore this neglected and abused structure to its former elegance. Recovering a metal ceiling and hardwood floors can be very satisfying."

The city has done its part on Mattoon Street, installing brick sidewalks and turn-of-the-century street lamps. In 1972, this section was designated an historic district, and two years later it was placed on the National Register of Historic Places.

To encourage public awareness of what can be done to turn around a blighted area, the Mattoon Street residents annually sponsor tours of their homes and the Mattoon Arts Festival. At the fifth annual festival in 1977, over 90 artists and craftsmen displayed their work to thousands of visitors.

From Mattoon Street, the spirit of preservation moved to nearby Spring, Salem,

Elliot, and Pearl Streets. In January, 1977, the Springfield Institution for Savings announced plans for a \$4.5 million rehabilitation of 14 apartment buildings and two homes which were built in the early 20th century.

Christened Armoury Commons, this project has become one of the biggest turnaround stories Downtown. Armoury Corp., a subsidiary of SIS, transformed decayed slums into some of the most desirable dwellings in the city. The high ceilings, bay windows, and fireplaces of the refurbished apartments have attracted tenants who find that such features are unavailable in new apartments.

The stylish interiors and the aura of urban living have attracted a large number of residents from the suburbs. Over 60% of Armoury Commons residents have come from outside the city.

Phase One of the project is complete, and the apartments are full. There is a waiting list for the Phase Two apartments which will be finished this summer.

As it has done on Mattoon Street, the city is laying new sidewalks and erecting new lamp posts in the Armoury Commons area. It has used Community Development funds to create a new park at the corner of Spring and Pearl Streets.

Mattoon Street and Armoury Commons are but two components of Springfield's Downtown residential district. Just a block away, Chestnut Park's four towers, reaching heights of 5, 9, 18, and 34 stories, provide 456 quality apartments. The complex has a varied mix of residential units—elderly, middle-income, and luxury housing. It also contains an enclosed swimming pool,

a delicatessen, a beauty salon, a grocery store, and several offices. Perhaps Chestnut Park's greatest attraction is its unrivalled view of the city.

Not all Downtown residents are new. Some have been living in Kimball Towers, the Charles Hotel, and the Worthy Hotel for many years.

Those who have not had an opportunity to join the return-to-the-city movement should not feel left behind. Just look south of State Street to the neglected, but matchless houses on Maple, High, and Union Streets (this area has been designated as the Lower Maple Historic District) for the next wave of restoration. Developer Donald Campion, who has restored several Mattoon Street homes, has already moved his family into a Victorian townhouse on Maple Street. The rest of the area is awaiting the urban "pioneers" who value historic homes and enjoy city living.

"City of Homes"

Springfield's nickname—"The City of Homes"—may be a cliché to some, but it still points to one of the city's most valuable assets.

Over 1,000 homes are located in historic districts such as Quadrangle-Mattoon, Lower Maple, Maple Hill, Ridgewood, and Forest Park Heights. Many of them are architecturally distinguished. But these houses represent only a fraction of the city's quality housing stock. Attractive homes can be found in every city neighborhood.

The age of the homes is an asset. Fifty-eight percent of the city's 23,705 single-family houses were built before 1950, and they offer a variety of styles and craftsmanship frequently unavailable in new housing. Most of these homes are in good repair. Those that are not provide a challenge to the urban pioneers—the Mattoon Street revival is a prime example.

Another advantage of city homes is their proximity to Downtown, seldom more than a fifteen-minute drive away. They are also linked to the city center by an extensive network of PVT bus lines.

The existing housing pool in urban neighborhoods is now considered a precious resource. In a recent report on urban housing, economist Nathaniel Rogg described the beginnings of a grass roots movement—people returning to the cities and reviving these neighborhoods. Many affluent young people

Penthouse on Main Street

Springfield attorney Anthony W. Ravosa has put his home where his commitments are. He chairs the Civic Center Commission, quarters his law offices on Court Square, and plans to develop his riverfront property near the Memorial Bridge for entertainment and residential purposes.

Last year, Attorney Ravosa bought the historic Chicopee National Bank Building, constructed in 1888, and turned the top floors into a penthouse home. This move made him one of the first Springfield residents to live Downtown in a structure originally designed for commercial purposes.

Ravosa, his wife Claudette, son Anthony, 13, and daughter Mia, 11, find that living Downtown offers excitement and a variety of activities unavailable in the conventional residential neighborhoods. "It's super living down here," Tony said. "Before you know it hundreds will be living here. We're close to cultural things like the Quadrangle and Symphony Hall. The restaurants and shops of the South End are a short walk away, and there's a McDonald's near too."



This page, EXAMPLES OF THE QUALITY OF OLDER HOMES AVAILABLE IN SPRINGFIELD



POLAK/RADNER

POLAK/RADNER



are seeking a sophisticated urban lifestyle. Long-time inner city residents want to improve the appearance of their homes.

An attractive characteristic of most urban housing, especially in Springfield, is the relatively low cost. According to the Greater Springfield Board of Realtors, the average price of a single-family home sold in 1977 was \$25,298 (few of the houses sold were new). Compare this with the \$52,000 average cost to build a new single-family house in Massachusetts or the \$32,000 cost of a new two-bedroom apartment unit.

Because the demand for intown housing is less than for suburban homes, city houses can be a real bargain. A house that sells for \$40,000 in Springfield could cost up to \$75,000 in Longmeadow. A comparable home in a Boston or New York suburb could cost as much as \$90,000.

Realtor S. William Whyte finds that housing costs in Springfield "are far lower than the national average and much more affordable for the average family than in any other metropolitan area in the northeastern United States." Whyte believes that Springfield's housing bargains "should be the major factor in attracting new industry, new people, and new dollars to Western Massachusetts over the next few years."

POLAK/RADNER

Neighborhoods Turn Around

Beyond the boundaries of Springfield's Central Business District lie 33 square miles of streets, apartments, houses, parks, and businesses. The neighborhoods of the city each have their own character, their own problems, and in many cases, their own need for revitalization. As residents, businesses, and institutions are striving to revitalize Downtown, they are making similar efforts in several city neighborhoods.

The South End

The South End's revival is most evident on south Main Street where new street signs have sprouted and new businesses have opened. But there is also much activity on the side streets, where dozens of houses are being rehabilitated.

The South End's housing stock is being upgraded in a variety of ways. The restored Central Street townhouses rank among the city's showpieces. An historic restoration pilot project is returning Wilcox Street to its former charm. Individual homeowners are renovating their houses. Michael DiVenuto, Director of the South End Action Citizen's Council, explains that "The South End's



POLAK/RADNER

allocation of Community Development Block Grants have been directed primarily at housing rehabilitation. Over 60% of those homes eligible for the grants are presently participating."

To improve the appearance of the South End's streets, the Citizen's Council commissioned blacksmith Silvio Mancionone to fashion 30 decorative street signs. Funded by CETA and Community Development monies, the signs (and attractive planters) are now in place along south Main Street. On Dwight Street Extension, new sidewalks will be laid and new trees planted. A park will be created adjacent to the recently completed South End Community Center at the Howard Street Armory.

Businessmen are actively participating in the South End's turnaround. La Fiorentina Bakery and Demarco's Shoppers Corner have recently opened. Ciro's Restaurant, Balise Chevrolet-Honda, and the Security National Bank have expanded their operations and completed new construction. The Studio One architectural firm has finished renovating its facade and its interior. Plans for a ten-store shopping center at the corner of Main and Howard Streets are underway.

A new atmosphere of cooperation and confidence has permeated the South End. A year ago, store owners formed the South End Merchants Association to promote the neighborhood's businesses. The Association has worked effectively with neighborhood residents in obtaining aid for revitalization from the Chamber of Commerce and City Hall. The South End revival is very much a grass roots movement. Alan Ardito, former president of the South End Merchants Association, attributes the turnaround to the concern of active small businessmen and the retention of the area's ethnic flavor.

Winchester Square-McKnight

Confident merchants and institutions are beginning to undertake a similar revitalization in Winchester Square. State Representative Raymond A. Jordan has announced the formation of the Upper State Street Development Corporation to coordinate revitalization efforts in the Square. Funded by State Street businesses, the corporation will help prospective investors obtain funds from the Small Business Administration. Representative Jordan feels that Winchester Square "is prime for some light industry. We have a good labor force, and industry is looking to locate in the central city. We've got access to major roadways like Interstate 91."

East of Winchester Square, the Springfield Institution for Savings is building a shopping center between Montrose and Mapledell Streets. It will include a branch bank and several retail outlets.

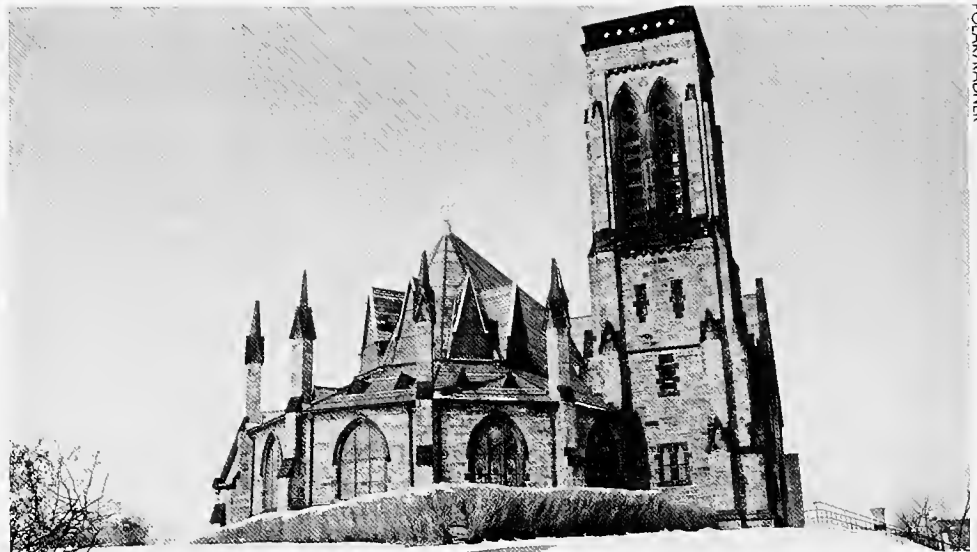
A block away, American International College is making its own commitment to the area's revitalization with a \$1.5 million improvement program. The college is doing extensive landscaping and planting on its inner campus and along State Street. It is creating a small park next to the SIS project. AIC officials believe these environmental improvements will not only beautify the campus but reinforce the State Street corridor to Winchester Square and Downtown as well.

Just north of the Square, the McKnight residential area is undergoing a revival of its own. During the last decade, house hunters have discovered the beautiful large



CENTRAL STREET ROW HOUSES

POLAK/RADNER



ST. GEORGE'S GREEK ORTHODOX CHURCH IN MEMORIAL SQUARE

POLAK/RADNER

homes built by the McKnight brothers in the late 19th century. Each restored house has contributed to the neighborhood's return to its turn-of-the-century elegance. In 1976, the Springfield Historic Commission named McKnight an historic district. (It was also placed on the National Register of Historic Places.)

Its residents have developed a sense of neighborhood identity. They have organized to sponsor an annual Spring Festival that includes tag and bake sales. The proceeds have been used for neighborhood improvements. In 1977, new trees were planted. The City has assisted with a \$60,000 project to clean and landscape the three-acre McKnight Glen.

Memorial Square

Yet another revival is occurring in the area from the New North to Memorial Square. The Square and the surrounding buildings have been named to the National Register of Historic Places. Its monumental centerpiece is St. George's Greek Orthodox Church, an imposing Neo-Gothic structure designed by famed architect Richard Upjohn in 1869.

The Greek Orthodox congregation, which purchased the church in 1940, is now spearheading neighborhood rehabilitation by constructing a \$1 million Cultural Center in a building adjacent to the old Memorial Square Library. The center, designed by the

Cannon Partnership, will provide meeting rooms, sports facilities, a library, and an amphitheater.

James Lalikos, St. George's building fund chairman, says, "We hope the Cultural Center will serve as an impressive and gracious northern gateway to Springfield."

The first annual Springfield Greek Festival will celebrate the opening of the center. The festival, to be held October 14-22, will include Greek music, dancing, food, an authentic taverna, and arts and crafts exhibits.

The Mount Calvary Baptist Church on nearby John Street is planning to build a new facility of its own. The growing church membership requires a larger house of worship.

On the south side of Memorial Square a light industrial district is burgeoning. Allston Supply Company, Magaziner's Bakery, and Trantex have opened or are planning to open plants in this area. The telephone company workers' credit union and Bio-Medical Applications are filling the last open tracts in the New North next to Interstate-291.

Revitalization, restoration, renewal. By now these terms are familiar to students of urban affairs. But in Springfield's older neighborhoods they are more than words. They symbolize a movement—a movement that strengthens the neighborhoods and makes the entire city a good place to live in and visit.

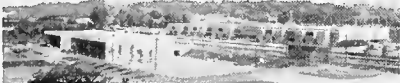


Speaking from experience

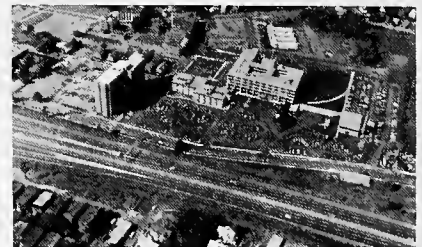
American Bosch can recommend Springfield as a good place to do business, and a nice place to call home, because that is what we have been doing for 68 years. We appreciate the opportunity American Bosch has had to help Springfield and its people through business growth and stable employment. We are especially proud of the contributions American Bosch people have made to Springfield through their community activities. We are all eager to continue such involvement, and to share in the exciting future we see ahead for Springfield.

AMERICAN BOSCH **AMBAC**
INDUSTRIES

Springfield, Massachusetts 01107, U.S.A. (413) 781-2200



Brightwood-North End School



Linden Towers/Mercy Hospital
Hospital Campus Medical Building
1-291

DANIEL O'CONNELL'S SONS, INC.

Holyoke, Mass.

General Contractors

Construction Managers

Developers

FOUNDED 1879

Springfield Civic Center



Baystate West



Classical High School: Renovate or Relocate?

For decades, Classical High School ranked among the finest high schools in the nation. Its rigorous liberal arts curriculum gave thousands of students a strong education. Only ten years ago, 95% of Classical graduates attended college.

In recent years, critics have charged that the quality of Classical's education has declined. Sixty-six percent of the 1977 graduates went on to institutions of higher learning. (Thirty-six percent went to four year colleges.) This decline is attributable to expansion of the general education program while college preparatory enrollment has held steady.

Classical's facilities have come under fire. The building was considered the most conspicuous edifice in Western Massachusetts when it was completed in 1898, but now it is outmoded. An annex across State Street forces students to cross the street to reach classrooms. In the main building the locker room and gymnasium are woefully outdated. Seats in the auditorium are without backs. The cafeteria is too small. The State Board of Education has threatened to revoke Classical's accreditation.

The School Department and the citizens of Springfield have recognized the necessity of improving Classical's facilities, but they have not agreed on how to do it. In November, 1976, voters resoundingly defeated a referendum to build a new Technical High on State and Walnut Streets and move Classical into the old Tech building. (The old Classical building would have been abandoned.) The voters' decision was based primarily on considerations of site and cost.

It has occurred to many people in Springfield that renovating the existing Classical building might be the best solution. Chicopee, Pittsfield, and Lowell have rehabilitated their old high schools. By retaining the present Classical facility, the school would remain Downtown and students would benefit from all the advantages its location entails.

A High School Needs Study Committee has recommended renovating Classical. The School Committee has ordered a soil study of the Classical site and the empty lot adjoining it to see whether the ground will support an addition. Mayor Dimauro has indicated he will support rehabilitation if the soil study indicates its feasibility.

Renovating Classical is not the complete answer to restoring its academic prominence. Other educational policy decisions will have to be made. But at least it will reaffirm the city's commitment to having a first-rate college prep high school. Families might once again move into Springfield to have their children attend Classical High School.

Students Speak Out

Springfield public high school students develop an understanding of Downtown as

they learn and live in the environment. They recognize the same inadequacies as merchants, workers, and shoppers do, yet they have a special problem of their own: "What is there to do Downtown after school?"

Student spokespersons believe that a campus environment can be created Downtown. They insist that Downtown's 5,000 students will stay there after school if jobs and activities are available and are adequately publicized. Presently, exhibits at the Quadrangle, Civic Center, and Baystate West attract large numbers of students. Student-oriented publicity, which they now feel is lacking, would increase attendance.

A community center or recreation complex providing both athletic and cultural attractions would inject new life into Downtown when the school and work day is over. A matinee movie house and a soda shop with a juke box could be successful student-oriented businesses.

Students prefer to work at accessible Downtown locations. They have a large stake in revitalization because of the job opportunities that will be provided.

A revitalized Downtown can provide activity, entertainment, and jobs for students. It can also make them feel comfortable in their central city. What better people to start with than those who have the greatest stake in Downtown's future?

Lectures Feature The Famous

Education does not end in the classroom. It is an ongoing process which includes exposure to the ideas and personalities of interesting people. The Springfield Adult Education Council offers the public such an opportunity with its free lecture series featuring leading figures in politics, journalism, and the sciences.

The speakers in 1977-78 included Stewart Udall, former Secretary of the Interior; Leon Martel, Director of the Hudson Institute; Hedrick Smith, the Pulitzer Prize-winning journalist from *The New York Times*; Randolph Bromery, geophysicist and Chancellor of the University of Massachusetts at Amherst; economist Walter Heller; Reverend Ralph Abernathy; oceanographer Jean-Michel Cousteau; and Art Linkletter. Among past lecturers are William F. Buckley, John Kenneth Galbraith, Ralph Nader, Art Buchwald, Edwin Newman, Aba Eban, and William Colby.

Recently these Public Forums have been held at Kiley Junior High School. A move Downtown, after auditorium facilities are upgraded, would make the programs accessible to a larger audience.

Integration Report Card

In the late summer of 1974, less than a month before the schools were scheduled to



STUDENTS AT CLASSICAL HIGH



SPRINGFIELD CENTRAL'S GRANERY WITH HIGH SCHOOL STUDENTS



PUTNAM VOCATIONAL HIGH SCHOOL

PUBLIC FORUM SPEAKER COUSTEAU



OUR
70th
YEAR

FREDERICK'S
Springfield's fine jeweler
Downtown Baystate West

FREDERICK'S

OVER HALF CENTURY SINCE 1919

TOROS OMARTIAN & SON INC.

Oriental Rugs

IMPORTERS of ORIENTAL RUGS
WE BUY and SELL ORIENTAL RUGS

EXPERT SERVICING ALL
KINDS OF RUGS
WASHING • REPAIRING
STORAGE

286 BRIDGE ST., SPRINGFIELD
OPPOSITE STEIGER'S

 FREE PARKING



736-1531

Edelweiss

Springfield's Newest Restaurant and Lounge.
141 Chestnut Street



• Catering to discerning people • Large variety of luncheon specials •
Dinners served from 4:30 to 12:30 • Entertainment Thursday through
Saturday. No cover • Fancy Cocktails.

Turkey Divan
Broiled Sherried Scallops en Casserole
Shrimp Scampi Tips Bourignone
Beef Stroganoff, noodles
Delmonico Steak
Swordfish

Surf & Turf, Swordfish & Sirloin en
brochette
Veal Parmigiana
Chopped Sirloin Steak,
Mushroom Gravy
Full selection of Deli Sandwiches

Phone 732-4721

open, a State Supreme Court order directed the City of Springfield to implement a busing plan which it had drawn up two years earlier.

As opening day approached, the city became apprehensive. Other cities forced to comply with court-ordered busing directives had exploded. Their schools had become battlegrounds or had been boycotted by resisting parents and students.

The School Department worked assiduously to avoid disruptions. School officials felt that they had a pragmatic and workable busing plan.

The integration plan assured each student of attending his neighborhood elementary school for either grades K, 5 and 6, or grades K-4. For the other elementary grades, students would attend a school within a larger school district.

Five of the six districts contained a racial mix permitting equitable integration in each of the district's schools. District Six—the North End—lacked enough white children to achieve balanced integration. To attract white students from other parts of the city, the School Department created magnet schools at the New North, Lincoln, and Brightwood Schools. The magnet schools offered innovative programs in reading, writing, arithmetic, music, art, and science. They proved so popular that additional magnet schools have been established.

Fortunately, integrated schools were a tradition in Springfield. The high schools, each of which offers a specialized curriculum, have always been integrated under a voluntary open-enrollment policy. The junior high schools were integrated in 1968. Prior to 1974, there had been limited integration in the elementary schools.

To allay parents' fears and defuse hostile public opinion, the School Department undertook a massive community information campaign. It included special programs on WGBY Channel 57, WWLP Channel 22, and WHYN Channel 40, as well as numerous public service spots. The *Springfield Daily News* published a multi-page article in which school officials answered parents' most common questions about the busing plan. The media campaign helped alleviate parents' anxiety over having their young children bused to schools located in unfamiliar neighborhoods.

Approximately 60 meetings for parents were held in the schools involved in the integration plan. The voluntary Quality Integrated Education Committee helped explain the plan to parents of children who would be involved. The committee was joined in this work by other organizations, including the Springfield Area League of Women Voters, the Council of Churches, and the NAACP.

On opening day, Mayor William C. Sullivan rallied support for the integration plan by riding the buses himself. This act of leadership demonstrated to the public that the busing process was workable and safe. Things went smoothly on opening day—93% of all students came to school. (The average daily absentee rate is 10%.)

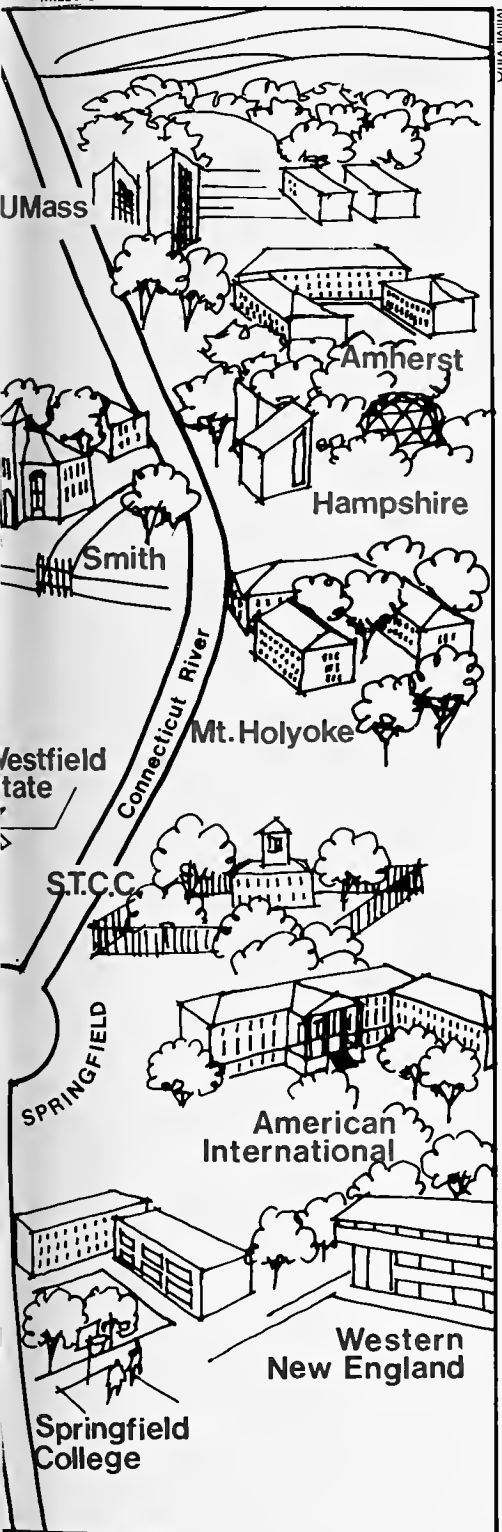
It was a harbinger for success for the integration plan. *Springfield Daily News* reporter Robert Hardman evaluated the ef-

EDUCATION

fects of busing at the end of its first year and found that "children related to each other as human beings, rather than as members of a race." According to Hardman, teachers at the five inner city schools that were previously imbalanced believed that the atmosphere in their classrooms had become far more conducive to effective learning.

Springfield, in contrast to many cities, has provided quality integrated education in a peaceful manner.

THESE WESTERN MASSACHUSETTS COLLEGES ARE WITHIN 25 MILES OF EACH OTHER



Cradle of Colleges

Colleges and universities attract inquiring minds—the experienced, disciplined minds of scholars and professors and the eager, untrained minds of students. The exchanges between them, on 17 Springfield area campuses, create a dynamic spirit which spills into the surrounding communities. Over 50,000 students, the faculties, and the institutions themselves make a major contribution to the local economy, as well as to its cultural life. In fact, the excellent colleges of this area, four of them in Springfield, furnish strong evidence for the view that New England may have the finest concentration of colleges and universities in the world.

• **AMERICAN INTERNATIONAL COLLEGE** Enrollment: 2,200. Founded in 1885 in Lowell, Massachusetts, it moved to Springfield three years later. AIC offers a wide range of undergraduate degrees in the liberal arts and nursing, as well as graduate-level programs in business administration and several specialized educational fields.

• **SPRINGFIELD COLLEGE** Enrollment: 2,500. Begun in 1885 as the School for Christian Workers. Subsequently known as the International YMCA College, it assumed its present name in 1953. Its nationally-respected School of Health, Physical Education, and Recreation is joined by the undergraduate programs in liberal arts and community education, and several graduate programs.

• **WESTERN NEW ENGLAND COLLEGE** Enrollment: 4,000. Established in 1919 as the western Massachusetts division of Boston's Northeastern University. WNEC acquired its present name in 1951 and full independent accreditation in 1965. It grants undergraduate degrees in business, engineering, and the arts and sciences and has graduate programs in business and law.

• **SPRINGFIELD TECHNICAL COMMUNITY COLLEGE** Enrollment: 7,000. Opened in 1967 on the grounds of the historic U.S. Armory. Now the largest in the Commonwealth's network of community colleges, STCC offers two-year courses preparing students for further study or giving them technical training for immediate employment.

• **SMALLER AREA COLLEGES** In the surrounding communities, there are several smaller schools. The **College of Our Lady of the Elms**, a four-year Catholic liberal arts college for women located in Chicopee, has an enrollment of 520 students. Also located in Chicopee is the **Massachusetts College of Pharmacy's** Western Massachusetts branch. Formerly called Hampden College of Pharmacy, this institution educates 400 students. **Westfield State College**, the local branch of the state college system, has an enrollment of 4,700. WSC grants bachelor's degrees in 19 fields and master's degrees in 11 fields. Other area schools include **Baypath Junior College** (600 female students) in Longmeadow and **Holyoke Community College** (5,000 students).

• **THE FIVE COLLEGE AREA** Located 20 to 30 minutes north of Springfield, the Five College Area is the home of unsurpassed academic institutions. The five colleges—the **University of Massachusetts, Amherst College, Hampshire College, Mount Holyoke College, and Smith College**—boast a combined enrollment of 30,000, approximately 75% of whom attend UMass. The five schools have set a high standard for cooperation among themselves, providing their students with a wide range of academic and social programs.

Each college in the Greater Springfield area has its distinctive features. Many offer continuing education programs in which businesses enroll their employees. Of greatest interest to the non-student population are lectures, concerts, plays, and sporting events. These features attract thousands of people to the campuses each year and enhance the cultural life of the Springfield area immeasurably.



THE QUADRANGLE

Support of Arts a Civic Tradition

This past spring, national attention was focused on Springfield's Museum of Fine Arts when it hosted a major exhibition of works by the great Venetian painters, Giovanni Battista Tiepolo and his son Domenico. *The New York Times* found the show "astonishing." Forty years had passed since the last Tiepolo exhibition in this country, and the initiative for the show came from two smaller American museums—the Museum of Fine Arts in Springfield, and Birmingham, Alabama's Museum of Art. Springfield reacted to the Tiepolo exhibit by doubling museum attendance during the seven weeks the exhibit was shown.

Springfield's cultural center—The Quadrangle Library and Museums—merits such national attention. The two art museums house the fourth largest collection of art in New England, possessing major collections of Italian and 18th- and 19th-century Chinese and Japanese decorative arts. The nation's oldest planetarium is part of the Science Museum. The City Library is the second

largest public library in New England with 650,000 volumes.

The Quadrangle Library and Museums Association coordinates the activities of the member institutions. The association promotes the institutions collectively, but each is an attraction in itself.

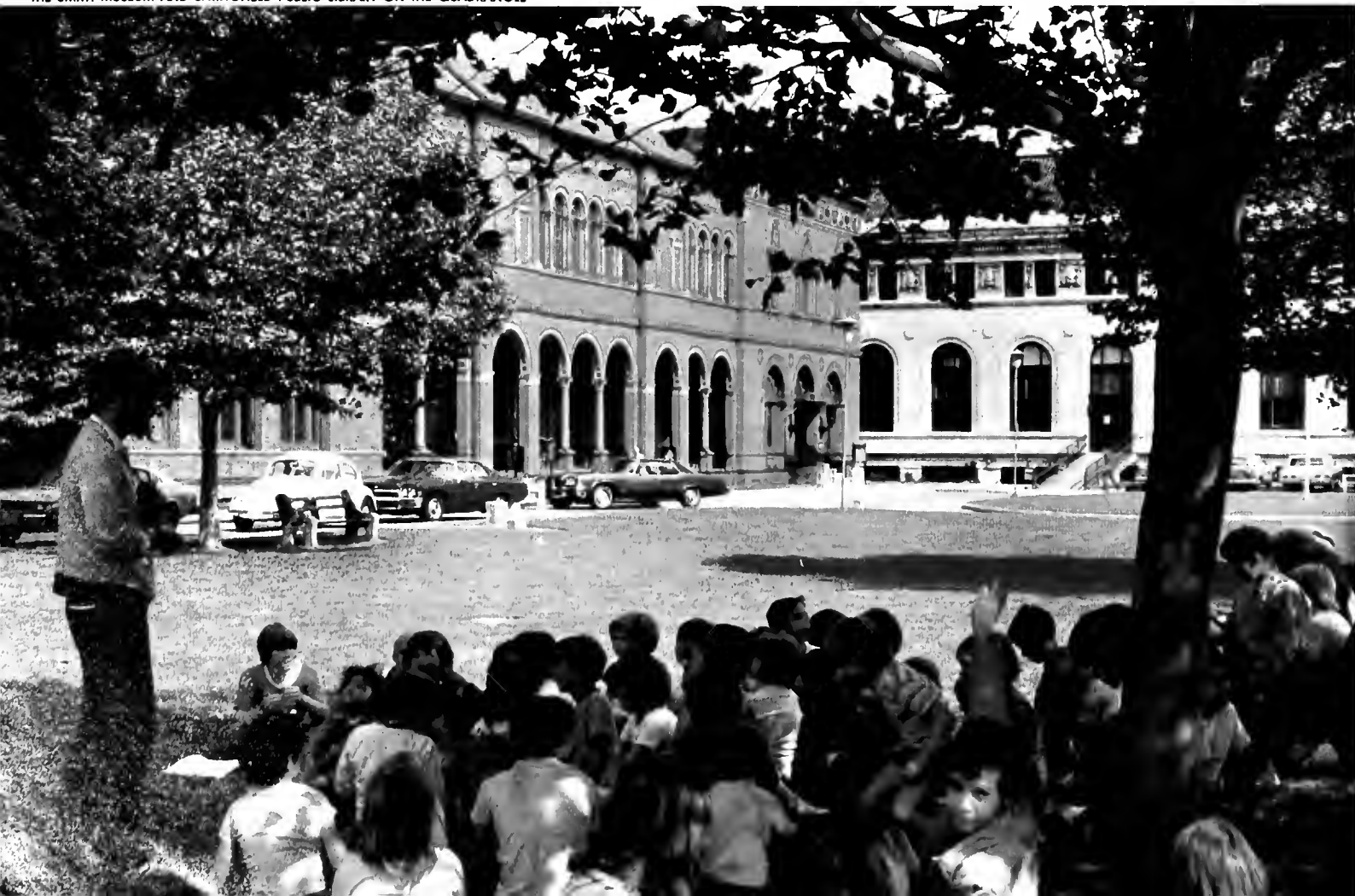
When the Museum of Fine Arts (MFA) opened in 1933, it was an empty shell awaiting exhibits. From 1940-1972 Frederick B. Robinson, director of the museum, carefully gathered a balanced survey of Western Art from the early Renaissance into the 20th century. This permanent collection includes work by Canaletto, Gericault, Corot, Courbet, Monet, and Degas. The American paintings include works by Winslow Homer, John Singer Sargent, Georgia O'Keeffe, and Erastus Salisbury Field.

The MFA also houses the world's largest collection of prints by the extravagant Japanese artist Kuniyoshi. Two hundred of these prints will be loaned to the Ricca museum in Tokyo this year. Last winter and spring, the MFA brought art to the streets of Downtown by sponsoring an exhibition of large outdoor sculpture by artist David Hayes. The sculpture lined the way from City Hall to the Quadrangle, bringing the public into fresh contact with contemporary art.

JAPANESE ARMOR IN SMITH MUSEUM

THE SMITH MUSEUM AND SPRINGFIELD PUBLIC LIBRARY ON THE QUADRANGLE

CYNTHIA O. HOWARD



As the visitor passes through the doors of the George Walter Vincent Smith Art Museum, he enters into the world of the late-19th century art collector. A rare glimpse of this period's tastes awaits, since Smith's will stipulated that his collection forever remain intact. The collection of American paintings is one of the most comprehensive gathered during that century. Browsers can also inspect a dazzling array of armor and weaponry from Europe, the Near East, and the Orient and an extensive collection of Islamic rugs. The latest exhibits to attract attention are the restored plaster casts of the Renaissance and Classical Greek and Roman sculpture.

The history buff who explores the cellar of the Connecticut Valley Historical Museum will find such treasures as a Knox car, antique bicycles, 19th-century children's toys, and the first fire engine housed at the Pynchon Street Fire Station. Upstairs there are an authentic Early American kitchen, drawing room, dining room, and bedrooms, all carefully transferred from area homes. The museum's local history archives include the nationally-known Connecticut Valley Collection of Business History.

The Science Museum, founded in 1859, was one of the first of its kind in the country. The mysteries of our universe unfold in its Seymour Planetarium. The aquarium and mounted exhibits of moose, deer, flamingos, beavers, eagles, and other wildlife are leading attractions at the museum. The life-like figures of Native Americans, reconstructed from skeletal remains found near the fork of the Connecticut and Chicopee Rivers, provide a rare picture of life in this region before European settlement. The Junior Department offers youngsters the opportunity to learn about science in an informal atmosphere.

The impressive Italian Renaissance-style City Library rounds out the Quadrangle. Springfield's public library, in existence since 1857, has been in its present quarters since 1912. Gifts from Andrew Carnegie and local citizens paid for its construction. The library's collection includes 765 current periodicals, art work, records, microfilm, and excellent local genealogical archives.

The Quadrangle institutions are trying to broaden their audience through outreach programs. Last September, Quadrangle Week presented such activities as ancient Japanese comedy, Native American dancers, chamber music, and a gigantic second-hand book sale.

Quadrangle Art Museums Director Richard Muhlberger explains, "We've got the art, now we're bringing in the people. Making our facilities into better people places (and better places for great art) is the agenda for the next few years." Judging from the growing crowds at the Quadrangle, it seems that the library and museums will be successful in their goal.



METRO ARTS

Art Moves Downtown

From February until May, an artistic controversy boiled in Downtown Springfield. The bone of contention was sculptor David Hayes' exhibition of 30 large, abstract metal sculptures scattered throughout Downtown.

The Museum of Fine Arts sponsored the show with the cooperation of the Mayor's Office of Cultural and Community Affairs and Springfield Central. The art work was unusual, as was the fashion of displaying it. These often whimsical pieces first stood in the snow. As the snow melted and the environment changed, the sculpture assumed a different look.

Some sidewalk art critics denounced the multi-color pieces as "junk." In a *Valley Advocate* interview, Museum of Fine Arts curator Robert Henning countered, "Sculpture like this enlivens a space, changes our perception of space, brings out the qualities of the space where it's installed." Professional artists, public officials, and private citizens have ranged themselves along the entire spectrum of opinion.

Despite disagreement over the artistic quality of Hayes' work, many Springfielders feel that this exhibition at least made people aware of the importance of civic art. It generated citizen interest about plans for ornamenting the city during its current renaissance.

Sculpture for Springfield, the program which is being sponsored by the City and the Chamber of Commerce, has already erected two permanent works of art—Isaac Witken's "Everglades" at Pynchon Plaza and Michio Ihara's jingling metal mobile at the Riverfront Park. Another sculpture is to be installed in front of the Hall of Justice.

Funded by matching grants from the National Endowment of the Arts and private corporations, these public sculptures mark



VALLEY'S LEADING CRAFT CENTER LIVES IN A CONVERTED FACTORY

the start of a campaign to decorate buildings, parks, and public spaces.

Art galleries Downtown

In March, 1977, Mary Vercauteren, former associate director of the Fine Arts Center at the University of Massachusetts, opened a complex of galleries called Metro Arts on Hampden Street. She invested \$60,000 in a vacant factory and converted the first floor into gallery space.

One gallery offers handcrafted items for children, another displays antiques, a third specializes in fine art objects, and the last is a cooperative gallery exhibiting the work of over 60 artists and craftsmen. The crafts media include blown and stained glass, wood, leather, metals, fibers, and clay. These four galleries make Metro Arts the largest crafts center in the Pioneer Valley.

Cornell Galleries was originally opened by Robert Cornell on East Columbus Avenue in 1972. It was the first art gallery in

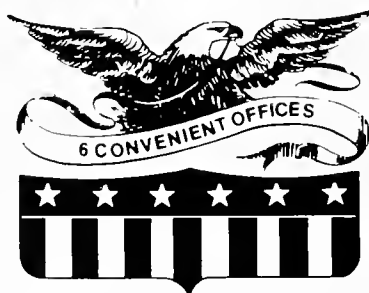
**BUY
BUILD
OR
REMODEL**



NOW

We have mortgage money!

We have the money you need to help you enjoy home ownership or to improve your present home. Attractive rates. Terms to suit your needs. Convenient offices. Friendly, sensible advice. See us *first* for your mortgage needs!



**UNITED
CO-OPERATIVE
BANK**

81 State Street—Phone 733-4141
Deposits Insured in full under Massachusetts law.

616 Carew St., Springfield
37 Elm St., West Springfield
864 State St., Springfield
459 Main St., Indian Orchard
1954 Wilbraham Rd., Springfield

ART

Springfield since 1930. When his first building was taken for urban renewal, Cornell moved his gallery to a thirty-room Victorian mansion, built on Maple Street in 1877.

The transplanted Cornell Galleries has introduced a new concept in the display of art. In this handsome house, the browser can appreciate the art work in a tasteful and home-like atmosphere.

Works by Joan Miro, Pablo Picasso, Alexander Calder, Leonard Baskin, and the Hudson River Landscape School have been shown at the Cornell Galleries. Works of Connecticut Valley artists are on display in a special room.

On East Columbus Avenue, The Leonard Gallery has just expanded into a new art gallery. Owners Leonard and Harriet Cohen feature oil paintings and lithographs of both established and new artists. They have been responsible for introducing several important New York City artists to the area.

In Springfield, art is flourishing as it never before has—a good sign for those who seek to live in a culturally stimulating city.



A.C. ROCK, JR.'S WINNING PHOTOS



Photo Poll: Shoot Out In Downtown

Harnessed with 35 millimeter cameras, Instamatics, Polaroids, and Brownies, people took a shot at what they liked best and disliked most in Downtown Springfield. They were taking part in the Photo Poll contest sponsored by Springfield Central and the Springfield Newspapers. This photographic forum was an unorthodox, yet effective, way of obtaining citizens' ideas for revitalizing Downtown.

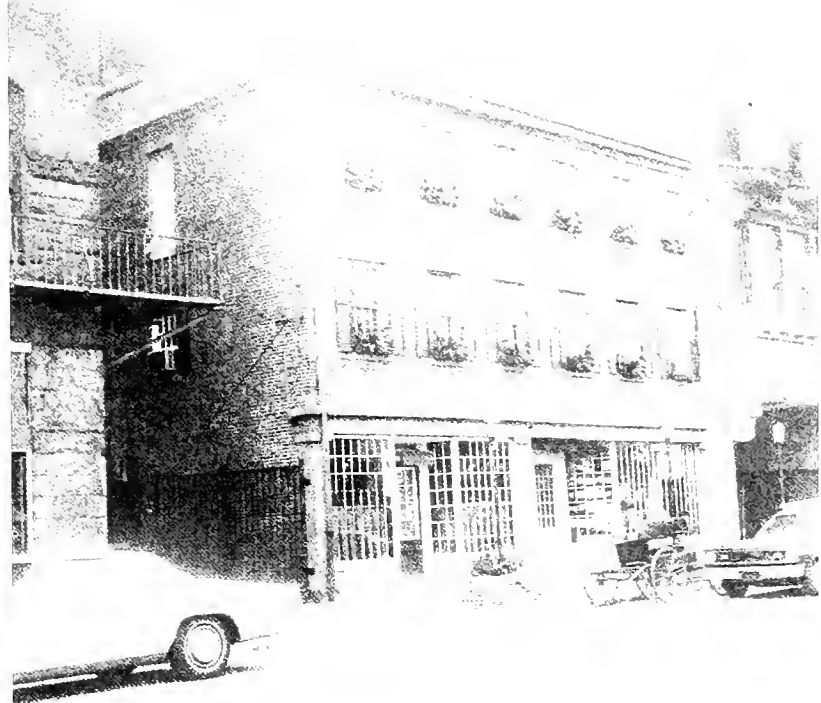
Contest rules required that a pair of photos be submitted—one illustrating a good aspect of Downtown and one a bad aspect. The contest boundaries were the riverfront, STCC, State Street, and Route 291. The competition was open to anyone with a camera. Local merchants put up prizes ranging from an "Escape Weekend" at the Marriott Hotel to a camera from Paysaver.

From over 300 entries, there were ten prizewinners, three of which are shown here. A.C. Rock, Jr.'s entry shows that the neglected factory building is a target for vandals. Rock's other shot depicts "Reaching Woman II," the bronze sculpture at Pynchon Plaza.

Alfred Freitas did not like the looks of upper Lyman Street—buildings are rundown and empty, and the street and sidewalks are in need of repair. He contrasted this ugly scene with the handsome architecture of the Campanile and Symphony Hall.

Beverly Coon submitted photos juxtaposing rehabilitated buildings with deteriorating ones. Her "good" photo pictured the Byers Block, a thoughtful piece of renovation. For contrast, Ms. Coon photographed the dilapidated Kennedy and Poli Buildings on Main Street.

The winners and losers made a strong impact. Springfield Central called for a special Downtown cleanup crew to remove unsightly nuisances and maintain streets, sidewalks, and open spaces. The City took up the idea and established the special crew, which is now at work. The Photo Poll turned out to be a contest which everyone in Springfield won.



BEVERLY COON'S TOP PHOTOS

PHOTO POLL CONTEST WINNERS

WINNER ALFRED FREITAS' ENTRIES



Right Next Door - *A Great State University...* The University of Massachusetts at Amherst

A Prime Educational Resource — Schools, colleges, divisions — undergraduate and graduate education with an international metropolitan flavor just minutes from Springfield — continuing education and summer programs, evening and week-end classes, 1.5 million library volumes available for public use — an exciting community of 30,000 students, faculty and staff.

A Superb Research Facility — Hundreds of scholarly research projects bring together specialists, their research associates, and specialized equipment — funding through Federal grants alone last year reached \$14 million.

A Center of Public Service — On-campus organizations serve the Commonwealth in dozens of areas, including health, environment, labor, agricultural experiment and extension, and government.

A Cultural Headquarters — The University is a magnet for events, exhibits and programs the year-round in the arts, music, theater, sports, ecology, education, futuristics — you name it.

Now In Its Second Century of Education, Research, and Public Service



ART



LITERATURE

It's all together for your pleasure
at the beautiful

QUADRANGLE

SPRINGFIELD'S CULTURAL CENTER



HISTORY



SCIENCE

Downtown in Springfield the
Quadrangle's Library and four individual
Museums of Art, History, and Science
invite you to use and enjoy their
priceless collections.

Springfield Library and
Museums Association



SKETCH OF CHATFIELD BUILDING WITH PROPOSED ADDITION FOR CHANNEL 57

TELEVISION

57 Moves Downtown

The historic U.S. Army has been the site of many national "firsts." In 1971, a local "first" occurred there—WGBY Channel 57 began broadcasting as the first public television station in Western Massachusetts. Six years later, WGBY was asked to leave its original quarters because the Armory Museum was being upgraded and expanded by the National Park Service.

The station's staff considered several alternatives for a new home. The choice narrowed to a prime one-story building in a West Springfield industrial park or an old warehouse in Downtown Springfield. The staff unanimously chose the Downtown location.

Since the civic and business leaders of Springfield had committed themselves to returning Springfield to a city of prominence, it seemed right to Channel 57's staff that public television join the efforts. Station Manager John T. Caldwell said, "The public broadcasting station is here to serve the public, and it should be at the center of the public. There [Downtown] the people can get to us."

For its new headquarters, WGBY selected

the Chatfield Paper Building at the corner of Hampden Street and East Columbus Avenue. The building was chosen to provide maximum accessibility. It is clearly visible from Interstate-91, within walking distance of bus and train terminals, and in the midst of the shopping, governmental, and cultural center of Western Massachusetts.

WGBY has commissioned the Downtown Master Plan architects, Anderson Notter Finegold Inc., to design its new studios. Architect Tim Anderson says, "There is not a whole lot to undo . . . WGBY is fortunate to have a building like this to work with." He plans to construct the main studio on the parking lot east of the building and use the present three floors as split-level office space. WGBY public relations director Marsha Tzoumas feels Anderson's work will allow the station's headquarters to "fit into the flavor of Downtown." The new studio should be ready by the summer of 1979.

In a recent rating survey, WGBY ranked fifth nationally (out of 271 PBS stations) in percentage of viewing audience. Caldwell feels the move Downtown can only strengthen Channel 57's community standing.



57'S CALDWELL

CHATFIELD BUILDING



Local TV Stations Mark Anniversaries

This year, Springfield's two commercial television stations—WWLP Channel 22 and WHYN Channel 40—are celebrating silver anniversaries.

WWLP, an NBC affiliate, was the first UHF station in the country, and is the most powerful in the Northeast. It was the first area station to telecast in color and the first to use videotape. WWLP's Chairman of the Board, William L. Putnam, has been famous for his spicy editorial statements called "Special Reports" since 1959.

Springfield Television, which owns WWLP, has just opened a sports television outlet, Channel 69. The station features games played by Boston's Red Sox, Bruins, and Celtics.

WHYN, an ABC affiliate, is operated by Gannett Newspapers. Station manager Jim Kontoleon keeps busy coordinating Channel 40's activities with those of WHYN's AM and FM radio stations. He points with pride to three United Press International awards recently given to his news team.

Hartford Station WFSB Channel 3 provides Springfield viewers with CBS programs. Springfield TV dials can be turned to other Hartford stations and antennas can pull in a dozen signals from New Haven, Worcester, Boston, Albany, and Providence.

Closer to home, Springfield area radio listeners have a full dial of both AM and FM stations to choose from. Downtown's own WSPR broadcasts local and national news reports, contemporary music, sports talk shows and games, and movie reviews. Other Springfield stations include the aforementioned WHYN AM and FM, all news WNUS, wacky WAQY, mellow WMAS AM and FM, WACE, and WIXY. The stations' programming covers a variety of musical tastes, national news and sports reports, and live performances of sporting and cultural events from Boston and New York. Special programming is provided by stations on the numerous area college campuses.

WSPR'S HOME ON CHESTNUT STREET



DESIGNERS: GRAPHICS & PACKAGING

732-3530



10 Court House Place, Springfield

Zenith Hearing Aids

Your satisfaction is assured by
Zenetron's...

- 30-Day Money-Back Privilege
(except for custom earmold and dispensing fee)
 - 1 Year Limited Warranty
 - 3 Year After-Purchase Service Plan
- Batteries and accessories
for all makes.

Zenetron



Zenith Hearing Aid Salon

300 BRIDGE STREET
DOWNTOWN SPRINGFIELD
Tel. 788-4212

DIAMONDS

are Forever!



OUR
INTEGRITY IS
YOUR ASSURANCE
OF QUALITY
AND SERVICE.

• POLI JEWELRY •

303 BRIDGE STREET
Downtown Springfield
Tel. 733-1044

- * Integrated CRT
- * Keyboard & Cassette
- * Full 8K Basic
- * Resident in ROM
- * 4K or 8K user RAM
- * Expand to 32K RAM
- * Peripherals
- * 64 Graphic Char
- * Much More
- * "Authorized PET Sales & Service"

Commodore



8K RAM
\$795

Personal
Computer

Large Calculator Selection

- Commodore • Texas Instruments
- Hewlett Packard • Llyod's • APF
- Sharp • And Many Others

NEW ENGLAND ELECTRONICS CO.

248 Bridge Street
Springfield, Mass.

Area Code (413)
739-9626



SYMPHONY HALL

Sound Revival: The Renovation of Symphony Hall

Among Springfield concertgoers only the most rock-ribbed ever claimed that the seats in the city's Symphony Hall were really comfortable. Few argued with the observation that, after 65 years, the grand old lady of concerts, inaugurations, and protest meetings was in need of a face-lift.

But when city officials announced that they had earmarked \$1.7 million of federal Economic Development funds for the renovation of Symphony Hall, some loyal citizens took pause.

How would the renovation, they asked, affect the hall's acoustics, which Leopold Stokowski ranked among the three finest in the world? Would the architect's plans to install a sloping floor interfere with the delicate resonance of the hall? They wanted reassurances.

The city engaged a renovation team with impressive credentials. Christopher Jaffe is the acoustician. He engineered the acoustics for outdoor concerts by the New York Philharmonic in Central Park. Jaffe was also

the acoustician for the Cleveland Symphony. His latest accomplishment was tuning the sound of Denver's new Boettcher Concert Hall. This is America's first "surround" hall (it has seats on all sides of the performing stage), so its fine acoustics are quite an achievement.

Roger Morgan, another team member, is a noted theater designer who most recently restored the opera house in Wilmington, Delaware and supervised alterations to the Morse Mechanic Theater in Baltimore.

City officials have also contracted with Lawrence Wilker, vice-president of the Eugene O'Neill Memorial Theater Foundation, to advise them of the needs of different performing arts in the hall. The objective is to broaden the hall's offerings from its relatively narrow base of symphonies and lectures to accommodate opera, ballet, musical comedy, and legitimate theater.

To allay citizen concerns, the City held a series of public meetings with these planners. The meetings, although often heated, gave the hall's renovators a clear idea of the desired design and function of Symphony Hall. The public questioned the planners closely on their claims that they could refurbish the hall without interfering with its



SYMPHONY HALL READIES FOR OPERA

TIME for SPRINGFIELD, 1978

ENTERTAINMENT

acoustics. The planners gave detailed assurances that neither the new and more comfortable seating, nor changes designed to improve audience visibility would detract from the hall's sound. This interchange avoided the confusion of purpose that has spoiled projects in other communities.

The message from Springfield citizens, made plain to the planners, was that they care deeply about the musical quality of their favorite hall.

City Folks Want Flicks

Just a few years back moviegoers could go Downtown to the Capital, the Paramount, the Bijou, the Arcade, the Loew's Poli, and the Fox. Now, all but the Paramount are torn down and that cinema palace sits empty and neglected.



Evidently, Springfield residents think a change is in order. Forty-two percent of the respondents to a Springfield Central poll (twice the number that called for anything else) replied, "Movie theaters," when asked what new entertainment facilities they wanted Downtown.

For Downtown to be a successful entertainment district, it must provide a wide range of attractions. One of the persons polled by Springfield Central commented, "I would like to be able to eat at a Downtown restaurant, walk to a movie, and then have a nightcap at a nearby bar."

If one doubts that Downtown movies can find adequate audiences, consider the sellout crowds (300 people) that attended classic films at the Museum of Fine Arts from 1973 to 1977. When understaffing and poor equipment caused the MFA to discontinue the series, many Springfielders were disappointed.

The best bet for a Downtown cinema is a revival house, showing American classics. Similar houses entertain full-capacity crowds in Northampton, Williamstown, and Boston. It will seem like the old days at the Capital and the Bijou when Humphrey Bogart, Charlie Chaplin, and Katherine Hepburn bring moviegoers back Downtown.

Center of Attention

The Springfield Civic Center has been in the news regularly. Mayor Dimauro threatened that he would ban rock concerts. Attorney Anthony Ravosa was appointed new Chairman of the Civic Center Commission. Events scheduled for the collapsed Hartford Civic Center were relocated to Springfield.

LOCATED IN HISTORIC ARMORY SQUARE

IN DOWNTOWN SPRINGFIELD



**SPRINGFIELD
TECHNICAL
COMMUNITY
COLLEGE**

ST CC

Without chemicals, life itself would be impossible.



Some people think anything "chemical" is bad and anything "natural" is good. Yet nature is chemical.

Plant life generates the oxygen we need through a chemical process called photosynthesis. When you breathe, your body absorbs that oxygen through a chemical reaction with your blood.

Life is chemical. And with chemicals, companies like Monsanto are working to help improve the quality of life.

Chemicals help you live longer. Rickets was a common childhood disease until a chemical called Vitamin D was added to milk and other foods.

Chemicals help you eat better. Chemical weed-killers have dramatically increased the supply and availability of our food. But no chemical is totally safe, all the time, everywhere. In nature or the laboratory. The real challenge is to use chemicals properly. To help make life a lot more livable. © Monsanto Company 1977

**MONSANTO PLASTICS & RESINS COMPANY
SPRINGFIELD**

NORTHEAST UTILITIES

Northeast Utilities

Western Mass. Region

pledges its cooperation

and support for a

brighter and better

downtown Springfield.



SPRINGFIELD CIVIC CENTER

Tickets were allegedly stolen from the box office—all of this in the first three months of 1978.

Taken in concert these events have had one positive benefit for the city. The proper use and operation of the Civic Center have been discussed in City Hall, in the news media, and in local taverns.

No one doubts that the Civic Center has room for improvement. An inefficient box office, poor maintenance, an uninformative marquee, and a work force lacking the skills to perform necessary functions (but protected by Civil Service) have caused problems. Commissioner Ravosa recognizes these programs and is attempting to solve them. But he is most concerned with increasing activity in the building. "What we want to do is give the Civic Center back to whom it never belonged before, the people," said Ravosa in a March *Valley Advocate* interview.

Ravosa's plans include installing an indoor tennis court and driving range, allowing kids free skating time on Civic Center ice, and regularly hosting a flea market. He envisions a more active exhibition hall. Still it is the arena that gives the Civic Center its biggest headlines—and its biggest headaches.

Profits have fluctuated in the Civic Center's six-year history—1976 was an active and profitable year (252 events, \$130,000 profit), but 1977 was disappointing (192 events, \$27,000 loss). Ravosa feels that future profits will be limited because of the arena's small seating capacity. Apparently, the Civic Center cannot be expanded to include more than its present 7,700 permanent seats. (Temporary seating can push capacity to 10,000 for certain events.) Some say that the capacity is in line with the Springfield market, but others feel that it gives the city a minor-league image compared to New England counterparts Providence and Hartford (when its arena is rebuilt).

The City still has the responsibility to make the best use of what it has in spite of the controversy. The Civic Center has had some losers in 1978 (UConn-Russia basketball and the NCAA Division II hockey tournament), but successes like UMass basketball, the Springfield International Tennis Classic, and concerts from Arthur Fiedler to Kiss are more typical. Director Jerry Healy has succeeded in broadening the scope of the Civic Center's offerings (adding live theater and a Cabaret Pops series) to appeal to more people.

More importantly, the Civic Center has made positive strides in resolving its problems and enhancing its image. The Mayor's

concern about concerts led to the institution of a necessary and desirable reserved seating plan. The disclosure of ticket losses induced the Civic Center to enlarge the box office and streamline its operation. The marquee has been kept complete and up to date.

Although questions remain about the Civic Center's future, its economic impact on the city is certain. Every event, show, and meeting held there provides significant spin-off benefits to Downtown hotels, restaurants, and shops. Despite the problems, there is still substance to Healy's claim that "We make Downtown tick."

A Stage of Success

When the Court Square Theater balcony collapsed under the wrecker's mallet in 1958, Springfield lost the last of its legitimate theaters. The resulting void was symptomatic of the gloom creeping over Downtown.

In 1965, Stephen Hays founded Stage West and located it in West Springfield on the grounds of the Eastern States Exposition. Since then, Stage West has developed into one of the more respected regional theater groups in America. Its proximity to New York enables it to draw on the finest acting and directing talent available.

Last season, Stage West's productions included Lillian Hellman's "Little Foxes," the off-Broadway hit "Vanities," an original adaptation of Dickens' "A Christmas Carol," and the world premiere of "Rib Cage."

Stage West has enjoyed artistic success, but it is operating under financial strain. In order to broaden its audience, it needs a larger, more prominent home in a central location. A new theater in Downtown Springfield would be the solution. If Stage West makes this move, professional theater will have come full circle in Springfield.

STAGE WEST PRODUCTION



COURTESY, STAGE WEST

Reading the City

An enormous literature on cities and their problems has developed in recent years. Reviewed below are some of the most stimulating books. They introduce the reader to diverse topics on Springfield and urban life in general. Most importantly, they provide absorbing reading.

Frank Bauer, *At the Crossroads: Springfield, 1636-1975* (1975). The only up-to-date survey of Springfield's history. Valuable photographs and guide to further reading.

Robert A. Caro, *The Power Broker: Robert Moses and the Fall of New York* (1974). Controversial biography of the man whose monumental public works and enormous expenditures created much of the dinosaur that New York City is today.

Robert Fishman, *Urban Utopias of the Twentieth Century: Ebenezer Howard, Frank Lloyd Wright, Le Corbusier* (1977). These three thinkers envisaged model societies based on planned cities. Their plans were never realized, but their ideals still speak to today's problems.

Michael H. Frisch, *Town into City: Springfield, Massachusetts, and the Meaning of Community, 1840-1880* (1972). Excellent analysis of what it meant for Springfield to become a city a century ago.

August Heckscher, *Open Spaces: The Life of American Cities* (1977). With photographs of many American cities, Heckscher shows how parks, riverfronts, street malls, and squares give cities their identity and make them satisfying places to live and visit.

Ada Louise Huxtable, *Will They Ever Finish Bruckner Boulevard?* (1970); *Kicked a Building Lately?* (1976). The architectural critic of *The New York Times* tells what's good and mostly bad about modern buildings and cities.

Jane Jacobs, *The Death and Life of Great American Cities* (1961). An early advocate of rehabilitation shows how wholesale urban renewal ruined our cities.

Kevin Lynch, *The Image of the City* (1961). Original explanation of how a city's physical landscape gives it a special character which affects its quality of life.

Lewis Mumford, *The City in History* (1961). Any of the dozens of books and articles by one of America's leading urban experts is great reading. This fascinating history of cities surveys their failures and successes from mud huts to skyscrapers.

Carole Rifkind, *Main Street: The Face of Urban America* (1977). Through an intriguing array of photographs, Rifkind traces the rise and fall of America's downtowns. It seems hard to believe our cities were once so busy and exciting.

Bernard Rudofsky, *Streets for People* (1969). Photo book of mostly European cities demonstrates that pedestrian malls, galleries, squares, and boulevards make cities sociable, vibrant, and beautiful.

Sam Bass Warner, Jr., *The Urban Wilderness: A History of the American City* (1972). Most vivid history of how American cities developed and spawned social problems that are still with us.



If you're looking for people who go out of their way to help, you've come to the right bank.

Shawmut First Bank



Paper Publisher in Civic Affairs

Since David Starr became publisher of the Springfield Newspapers in 1977, the city's three major newspapers have become leading spokesmen for the city's revival, especially in Downtown. Through their extensive reporting and constructive editorial comments, the papers are helping to create a positive attitude toward Downtown revitalization.

David Starr believes that the health of a newspaper is inextricably tied to that of the community and that a publisher should take an active part in civic affairs. The Springfield Newspapers reflect his view that "Springfield recognizes its problems and is doing something about them." Starr's philosophy developed while he was editor of the Newhouse chain's *Long Island Press*. He participated in the Regional Plan Association of New York, which initiated projects throughout the metropolitan area ranging from economic development to cultural projects to the construction of new subways.

David Starr has become a leading member of Springfield Central's Board of Directors. The community-building skills and experience that Starr has brought to Springfield have put him in the forefront of the city's leadership. He maintains that "The atmosphere of public and private cooperation is right for action now."

An Advocate for Revival

In its May 24, 1978 edition, the *Valley Advocate* presented its own list of priorities for revitalizing Downtown. Among the proposed projects were a movie theater, night clubs, restaurants, a supermarket, and craft shops. The *Advocate's* article reflected its growing reportorial and advocacy role in Springfield's revitalization efforts.

Since its founding in 1973, the *Valley Advocate* has evolved from a bi-weekly

newspaper oriented toward the student populations of Amherst and Northampton into a major media force in the Connecticut Valley. Today, the "alternative newspaper" publishes weekly editions in Hartford, New Haven, Springfield, and Amherst.

The *Advocate* began its Springfield edition in 1975, feeling (as it earlier had in Northampton and Hartford) that the city was beginning to re-establish itself. Besides reporting the significant changes occurring in these cities, the paper felt that it was a progressive force emphasizing a "Big City" attitude. This attitude is not represented by numbers and size but rather by sophistication, cosmopolitanism, a commitment to progress, and pride in the community. The *Advocate's* advertising director, Mitch Young, feels that "Springfield has been slower to accept this attitude than Hartford." Nevertheless, the *Advocate* has recognized Springfield's potential and promises to stay on top of its revitalization story, while maintaining what Young terms a "measured attitude" about its eventual success.

Alternative newspapers across the country have been gaining important credibility in recent years. The *Advocate* has gained a strong foothold with the 18-35 age market by covering the stories and the issues that concern this group. Stories on the arts, dining and drinking guides, entertainment features and listings, and reviews of plays, movies, records, and concerts all regularly appear.

The *Advocate* has also gained a reputation for provocative and in-depth reporting of local and national news. Last year, for the first time, the editors endorsed candidates in the 1977 municipal elections. It has kept abreast of several continuing local stories, including the high school controversy and Downtown revitalization. Mitch Young explains that "The presence of strong media like the *Advocate* is essential to any development because new directions ultimately will be determined by new attitudes and perceptions."

Springfield's School of Journalism

Throughout our history most of the nation's leading newspapers have been published in the largest cities. A prominent exception was the *Springfield Republican*, especially during its heyday in the mid-19th century.

When Samuel Bowles founded the *Republican* in 1824, newspapers were predominantly organs of political parties, printing opinions rather than objective news. Bowles initiated objective reporting because he believed it best promoted the intelligent understanding and discussion of public affairs.

The *Republican's* reputation reached its zenith under Bowles' son, Samuel Bowles II, who was editor from 1851-1878. The paper's reportage of national politics, especially presidential conventions, won wide acclaim. Horace Greeley, famed editor of the *New York Tribune*, called the Springfield paper "the best and ablest journal ever published on this continent."

The *Republican* proved an excellent training ground for many newspapermen. Charles K. Miller, who worked as a reporter on the paper, became editor-in-chief of *The New York Times* in 1882. In the same year, another *Republican* alumnus, Charles H. Dow, founded the *Wall Street Journal*.

The Bowles family maintained control over the *Republican* into the 20th century. Its circulation dropped off, reflecting competition from the newer *Union* and *Daily News*, but it continued to garner national attention. The *New Republic* stated that, "in many respects the *Springfield Republican* stands as the highest achievement of American journalism."

Sherman H. Bowles consolidated the present Springfield Newspapers when he purchased the *Union* in 1926. (He had bought the *Daily News* 11 years earlier.) The *Republican* then became a Sunday paper. The Springfield Newspapers are now part of the Samuel I. Newhouse chain, but the *Republican's* tradition of journalistic excellence still sets the standard for the Springfield press.

Local Magazine Gains Foothold

New York has *New York Magazine*, Los Angeles has *New West*, and Western Massachusetts has *Springfield* and *Four County West*. *Springfield & FCW* is one of a new breed of local magazines that covers lifestyle—movies, theater, music, dining, fashion, sports, and gardening. The magazine also includes a comprehensive monthly calendar of regional cultural events and feature articles on area activities and personalities.

Since its founding in 1972, *Springfield & FCW's* circulation has grown to 30,000 under Publisher Voni Yerkes. Publisher Yerkes thinks that the magazine's "upbeat look at Springfield helps promote the area's image." *Springfield & FCW* is becoming an important medium for telling people what is happening in Springfield and Western Massachusetts.

NEW HOME OF SPRINGFIELD NEWSPAPERS



SPRINGFIELD NEWSPAPERS LIBRARY



Superlative Living

CHESTNUT TOWER,
PARK TOWER,
HAMPDEN HOUSE,
HAWTHORNE HOUSE

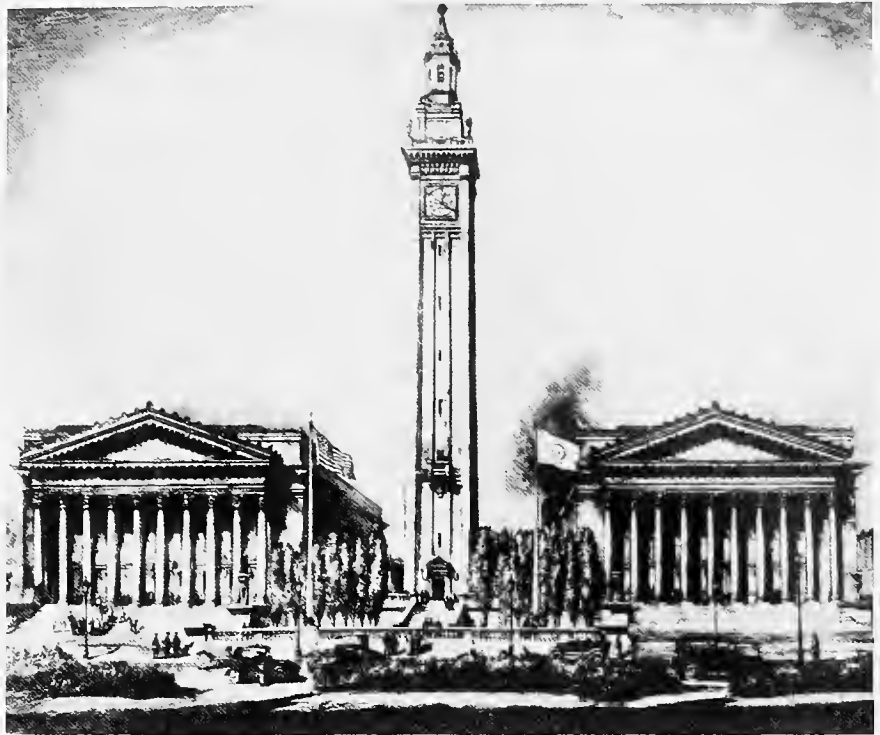
Each of the residential buildings has its own unique variations designed to give you a sense of individuality.

- Shopping conveniences
- Refrigerator & Gas Range
- Garbage Disposal
- Wall-to-Wall Carpeting
- Laundry Facilities
- Off-street Parking
- Indoor & Outdoor pools
- Individually Controlled Heat & Air Conditioning
- Closed Circuit TV Security
- Dishwasher
- Ceramic Tile Bath
- Balconies
- Social Club
- 24 Hour Maintenance Service

The model apartment is furnished by Putnam Furniture Leasing.



EQUAL HOUSING OPPORTUNITY, FUNDED BY MHEA



SPRINGFIELD MUNICIPAL GROUP: Courtesy of Springfield Public Library

Building on the Best of the Past for the Best of the Future

SPRINGFIELD REVITALIZATION IS ON THE MOVE

City of Springfield
Mayor Theodore E. Dimauro
Springfield Central, Inc.
Springfield Convention and Visitors Bureau

Remembering the Cities

by Neil Harris

Writing almost twenty-five years ago, American historian Richard Hofstadter opened a famous book by noting that "The United States was born in the country and has moved to the city. From the beginning its political values and ideas were of necessity shaped by country life." Today, by contrast, the golden age of memory for many Americans is no longer rural. Instead, millions of Americans who were born in the city have moved—not to the country but to the suburbs. And some of them are beginning to yearn for the drama and variety they associate with city life. The power of memory has renewed interest in the American city, and most particularly, in our downtowns.

Our cities have slipped, but urban blight is not new. Even at its height of prosperity and self-confidence, the American city contained seeds of decay. As early as World War I, American urban planners warned of the cumulative effects of slums, congestion, pollution, and automobile problems. Their solutions varied. Some argued for comprehensive zoning; others for grandiose city plans; and still others proposed decentralizing population, clearing land, and building new garden cities located a safe distance from downtown corruptions.

All of these plans have been put into operation. Urban renewal schemes on a scale that would have stunned planners of the 1920's and 1930's have gutted and transformed many city centers. Yet at the same time our cities have grown more desperately ill. Paradoxically, while urban decay grows, so does a hunger for city life, for reconstructing what now seems to have been a richly stimulating social setting. The evidence is considerable. One can look at large cities like Boston, San Francisco, Minneapolis, and Baltimore or smaller ones like Springfield, Louisville, St. Paul, and Des Moines and find groups of citizens interested in returning to the city center. They are intent on reclaiming and recycling grand boulevards, factories, warehouses, storefronts, theaters, churches, railroad stations, trolley barns, courthouses, city halls, and hotels. To nourish and educate this interest restoration manuals for repairing old houses have multiplied beyond all number. Companies specializing in restoring architectural ornaments and details are flourishing. Historic preservation journals and organizations have become effective publicists and lobbyists. City guide-books and photographic histories concentrating upon both the stylistic and historic features of local ar-

chitecture have been published in large numbers. Local historical societies and tour groups have gained popularity. All these testify to a broad and even intense concern with recovering the character of an apparently discarded urban way of life.

Historic preservation today is quite comprehensive. It includes rural sites, colonial villages, isolated mansions, and vernacular architecture of all types. But the urban preservationists have made a special place for themselves by insisting that the past be made an active partner with the present. Urban structures must possess some degree of use. Economic necessity—the high cost of city land and the expense of new construction—has contributed to this insistence. But so also has the notion that a satisfying urban life must involve continuities, come to terms with the man-made landscape, and respect the ideals (and conceits) of earlier generations.

This was not always so in the United States. "To make all things new" was a national dream of great persuasiveness for much of our experience. Many Americans believed that the isolation and freshness of the New World was protection against the vices and infirmities that accompanied human society. Ignoring the warnings of novelists, poets, and social critics, they were blind to the fact that history inevitably caught up. The laws of growth and decay needed no constitutional conventions for ratification.

More excitement surrounded the razing of the old and building of the new than the protection and preservation of the past. Conservation of our built environment took much longer to develop than did conservation of the natural landscape which itself came slowly and uncertainly.

A Changed Attitude toward Cities

What has changed things? Why have some Americans developed, unashamed, this passion for moving near and restoring old downtowns, for renovating the old houses which stood for so long as objects of pity and contempt in the midst of the smart new buildings constructed around them? The reasons are complex, but they reflect a change in national spirit. America in the 1970's has apparently begun to awaken to the demand of scarcity and to neglected aspects of its own history. These two themes—developing the resources left us by others and recovering the flavor of life lived in an earlier age—are connected.

The interest in history is not, in some forms, a new thing. Americans have long

been absorbed by the patriotic events that gave us our holidays. We name our towns, our hotels, our streets, and our aircraft carriers after the heroes and deeds that populate our past. But the current interest in history is distinguished by two things: a concern with the non-heroic aspects of living, with the arrangements and values of ordinary citizens; and an obsession with material culture, with the housing, furniture, utensils, and transport designed in a pre-mass production age. The recent bicentennial celebrations, the popularity of genealogical research, a widening sympathy for those submerged and ignored by history, a growing concern with ethnic and family culture, a dissatisfaction with many products of mass production, all have fed this widespread interest. And so has the growth of historic reconstructions pioneered by Williamsburg and Greenfield Village, and further developed by Deerfield, Mystic, Sturbridge, Plymouth Plantation, New Harmony, Pullman, and dozens of others. The theme parks (Disneyland among them) pay tribute to this interest by reconstructing Main Streets, whaling villages, plantations, and gold rush towns. Department stores and craft shops sell antiques, and reproductions of antiques, and lines of furniture, silver, china, and glass which bear the imprint of historic shrines. The appeal to historical sentiment has never been more powerful in America.

This sentimental appeal is now combined with a vocabulary which has become ecological in character. It is stimulated by the high cost and often unsatisfactory character of new construction, by the dramatic increase in energy costs, and by an awareness that resources once presumed to be infinite are actually limited in supply.

Cities were, and are, economical ways of meeting life's demands. The essence of a city is concentration: concentration of people, skills, and resources, all to maximize choice and permit the sharing of specialties. City life, while it has long been damned for crime, congestion, and corruption, has also been praised for its tolerance, its variety, its encouragement of dissent and creative talent. In centuries past, cities possessed society's surplus wealth. They were fired by the ambition to invest in what others saw as luxuries and extravagant gestures. The elaborate city halls, municipal parks, clubhouses, museums, and libraries, even decorated light poles, all were signs that life could be lived beyond narrow margins, and that there was more to it than simply striv-

ing for a living.

In their heyday (the late 19th and early 20th centuries), American cities, from medium-size to metropolis, were proud communities. Local groups commissioned municipal histories, filling them with photographs of imposing buildings, engineering marvels, and local businessmen and philanthropists, to show the scope of their achievement. Treasure-chests for local historians, these volumes lie largely forgotten on library shelves. But they, and the downtown department stores, banks, and insurance buildings were once statements of confidence and satisfaction.

For a long time, 20th century Americans patronized with faint amusement the pretentiousness and smugness of these self-satisfied burghers. Dreams of glass and steel, of "making all things new," produced some embarrassment about the survival of the old. The large, grime-covered buildings, the multi-colored, turreted, elaborately decorated houses, the monuments, the streetcar lines, and the civic squares were, at best, amusing, and at worst, threatening. They were clearly not functional to modern demands. They symbolized poverty instead of wealth. A failure to tear down and build in a more approved manner showed a lack of ambition and wherewithal. Old survivals revealed weakness, not strength.

Disenchantment with the "New"

In the 1960's and 1970's attitudes changed. More and more people discovered that many modern buildings only appeared functional, and that their convenience was frequently more symbolic than actual. The interiors were often wasteful, cramped, and inconvenient. The large expanses of glass, once admired, turned out to be energy intensive. Thin walls reduced privacy. Small rooms and inadequate storage space discouraged collecting, hobbies, and family life. Decoration, condemned by many modern architects, began to grow more appealing. Plaster instead of plasterboard, hardwood rather than vinyl, high ceilings, and fireplaces began to take on unaccustomed charms. They could be found in old homes rather than new. Obviously plumbing, electrical, and heating systems would need extensive improvements, but these were, after all, adjunct services, not the heart of the building. In city after city historic sections were rediscovered, homes bought cheaply, and the long process of restoring lost glories to some semblance of utility begun. For those dissatisfied with tract housing or dependence upon the automobile and the television screen, the pleasures of town-living appeal as they once must have appealed to 19th century Americans, fresh from rural life, eager to enjoy the opportunities presented by urban jobs, amusements, and education.

Several generations ago the migrants to American cities were grateful for these opportunities; throughout the country thousands of bequests helped endow local libraries, museums, churches, hospitals, and lecture series. They were repayments of a sort, from merchants, manufacturers, and professionals who had prospered, to the communities that had nourished them. Local attachments deserved respect. These philanthropists were repeating a pattern that had developed centuries earlier in the great cities of Europe.

Most of our older cities possess elaborately layered histories, and contain both the institutional and physical legacies of earlier ambitions and struggles. Their landscapes were never anonymous. They were redeemed by their ornament and monumentality. They helped make city life more formal than country living. The presence of clocks—in jeweller's windows, on steeples, on railroad station towers—testified to the new levels of organization. Specific neighborhoods seemed to have a fixed character. The downtown was the hub of a system of streets and boulevards that funneled customers, clients, workers, and visitors to the center. Transit systems had to work hard, in fact, to draw people out of the city. With their substantial buildings, their fixed rails, their great stores, our cities promised stability. They looked as if they were built forever.



SPRINGFIELD IN ITS HEYDAY

Preservation Is No Cure-All

But the physical landscape of our cities, 40 or 60 or 80 years ago, was not protection against their troubles. Nor is the growing interest in preservation a guarantee that anything approaching a solution has been worked out. Most Americans continue to make their choice of residence independent

of aesthetic or historical concerns: educational systems, security, cost of housing, convenience to transportation, and neighborhood character are generally more important. The suburb has apparently met these needs better. Restoring older downtown buildings and putting old factories, warehouses, and row houses back to use is not a sufficient answer.

Nor is sentimentalizing the life of the old city. Myths of a golden age—urban or agrarian—are no substitute for coping with realities. Preservationists must be careful to remember that no system can be lifted whole from one period to another, and imposed upon a community that is unwilling and unable to accept all its premises and goals. The older urban life-style contained contrasts and inequities that would be impermissible today. The fond memories of one group form the harsh nightmares of another. Blind, inflexible attachment to physical sites and structures makes little sense when greater social needs are involved. Cities, thriving cities, have always had to destroy some things in order to build others. Affection and respect for the past must not degenerate into idolatry.

But at the same time, this larger effort to retain more of our physical heritage, to understand old uses, to appropriate some of the lingering symbols, and to be more inclusively attentive to the ordinary as well as the official landscape, all suggest a new maturity of attitude. And this, ultimately, may be translated into a new maturity of action. No longer either cesspools of corruption or New Jerusalems, our cities are coming to be understood as essential parts of our history, rich with memories and associations. They are being viewed now as total settings, culturally dense environments which have helped preserve much of our national heterogeneity. So long as the new concern for respecting and protecting the social monuments of the past does not interfere with or distract us from the need for true renewal and replenishment, so long as we understand that decay is a part of growth and can occasionally be understood as evidence of life and activity, this new affection for the old downtown is a helpful sign of progress. When so much else still seems bleak, the preservationist urge may turn out to be a symbol of a larger national commitment to our cities, and a sign that memory can build, along with dangerous myths, useful monuments.

Neil Harris, professor of American History at the University of Chicago, is the author of Humbug: The Art of P.T. Barnum and The Artist in American Society. He has been a contributor to Time, The New Republic, and numerous historical journals.



This book was produced in front of a live audience.

We interviewed scores of company presidents and plenty of just plain people who live and work in Massachusetts to produce this book. That's what gives the perspective to "Massachusetts in Perspective."

It's a book that asks and answers all the hard questions about energy, labor, transportation, trade and taxes. It's a book no business on the move can afford to be without.

It's a book that reflects a renewed spirit of commercial confidence between government and industry that proves Massachusetts means business. On state-sponsored programs, for instance, that helped produce a record-breaking total of 343 Massachusetts business expansions in 1977.

It's a book too, that's yours for the asking. For your free copy of "Massachusetts in Perspective," simply clip and mail the coupon today.

Mail to: Massachusetts

Box 1775, Boston, MA 02105

Yes, I'd like a copy of "Massachusetts in Perspective." Please mail to the address below.

Name

Company

Position

Address

City State Zip

Massachusetts means business.

COMMONWEALTH OF MASSACHUSETTS, Michael S. Dukakis, Governor, Thomas P. O'Neill III, Lt. Governor, Howard N. Smith, Secretary of Economic Affairs.
DEPARTMENT OF COMMERCE AND DEVELOPMENT, John D. Crosier, Commissioner, 100 Cambridge St., Boston, MA 02202. Tel: 727-3218.
REGION I Massachusetts Bldg., Avenue of States, West Springfield, MA 01089. Tel: 739-5600, REGION II D.E.S. Bldg., 51 Myrtle Street, Worcester, MA 01608. Tel: 791-8551,
REGION III D.E.S. Bldg., 291 Summer Street, Lowell, MA 01852. Tel: 454-0303, REGION IV Saltonstall Bldg., 100 Cambridge Street, Boston, MA 02202. Tel: 727-3649,
REGION V 1213 Purchase Street, New Bedford, MA 02740. Tel: 997-3514.

An Equal Opportunity Employer



SIS is helping Springfield build a better future by rebuilding its past.

At SIS we want to do all we can to make Springfield a better, more enjoyable place to live. And Armoury Commons is just one way we're helping.

In fact, we've invested \$4.5 million to restore this residential area in downtown Springfield to all its 19th century character and charm. Most of the apartments will keep their original features like decorative ceilings and bay or bow windows. And all the units will have the most modern conveniences.

The public response to Armoury Commons has been so enthusiastic that quite a few of the units are already rented. And that's good for everyone. Because as more and more people choose to live in the past, the brighter Springfield's future will be.



Springfield Institution for Savings
The most bank for your money.



City of Springfield
THEODORE E. DIMAURO
Mayor

36 Court Street
Springfield, Ma. 01103

(413) 736-2711

September 20, 1978

Enclosed is a copy of Time for Springfield. This magazine contains the Master Plan for revitalizing the downtown of Springfield, Massachusetts.

It should be of special interest to you because it indicates that the "return to the city" is becoming a mature movement. Springfield has committed itself to creating a vital center, with thriving businesses, varied cultural activities, a substantial residential population, and a physical environment which affords pleasure and excitement.

To achieve these objectives, Springfield has developed a pragmatic Master Plan which reflects the needs and the commitments of both the private and the public sectors. Their unparalleled cooperation, in fact, has been the key to Springfield's revival.

I hope that Time for Springfield will stimulate your interest in urban revitalization and that you will share it with others concerned about this issue. Your comments and questions about Springfield's plans are welcomed. Thank you for your attention to this important publication.

Yours truly,

Theodore E. Dimauro
Mayor

TED:gmc
Encl.

We've got it all!

Whether it's a concert, trade show, national convention or other event, our professional staff and complete facilities offer everything you need and more. Call us at (413) 781-7080. Jerry Healy, Director.

SPRINGFIELD CIVIC CENTER

SPRINGFIELD CIVIC CENTER

SPRINGFIELD CIVIC CENTER
THE SPURLOCK BUILDING
Civic Center Plaza
Springfield, Mass. 01103